# THE ENTERPRISE.

VOL. XIV SOUTH SAN FRANCISCO, SAN MATEO COUNTY, CAL., SATURDAY, DECEMBER 21, 1907. NO. 51.


# SOUTH CITY

**Is a home town as well as a good business center.**

## *Bay Shore Cut-off Promises Vast Benefits to South City*



*Gillette*

ONE OF SOUTH CITY'S PUBLIC SCHOOL BUILDINGS

Housed in its fine eight-room building, the South San Francisco School is one of the best-equipped educational institutions in San Mateo County. The apparatus and fittings are all of the latest and improved kinds. The rooms are heated from a furnace in the basement, and every appliance is especially adapted to the convenience and welfare of the children.

Every morning at nine o'clock a host of two hundred and seventy-five children is gathered into this edifice to be instructed by a corps of efficient teachers. Not only are the little seekers after knowledge instructed in the rudiments, but they are also taught the principles of patriotism and of good citizenship. It is the aim of every teacher to give to the pupils both moral and mental truths and it is safe to say that some of the little learners are more deeply interested in the affairs of the nation than their elders.

The teaching staff is composed of specially prepared instructors. Miss Winnie Lewis, who has charge of the receiving class, is a graduate of the San Jose Normal School and has had a number of years' experience; Miss Ethel McIntyre, who has charge of the first and second grades, is also a graduate of the San Jose Normal School; Miss Etta Nauman, of the second and third grades, a teacher of wide experience, also claims the San Jose Normal as her alma mater; the fourth and fifth grades are presided over by Miss Marguerite Kauffmann, a graduate of the San Francisco Normal, who has had all of her experience here in her home school, from which she was graduated nine years ago; Miss Grace Lane, of the sixth grade, also attended the San Francisco Normal and has had four years of experience in the coast schools of our county; Mr. George E. Britton, the principal and seventh and eighth grade teacher, is a graduate of Stanford University, from which seat of learning he received his degree of Bachelor of Arts in 1906.

An article of this kind would not be complete without a word of commendation for the board of school trustees, Messrs. Thomas Mason, Du Ray Smith, Jr., and Charles Robinson. These gentlemen have worked hard and continuously for the upbuilding of their school. They have made its interest their own, and the handsome new building on the hill is one of the results of their labors. The greatest result, however, is a number of well-educated young men and women, who are now taking their places as citizens of our city and for whom in the past these trustees have made it their business to procure good teachers.

The growth of the South San Francisco School during the past sixteen years has been great, and from a school with one teacher it has grown to its present size. Being a young institution, we cannot definitely speak of the good it is doing, but in years to come the rulers of the destinies of our community will look back with pride to the days spent in the South San Francisco School and say "it was good to have been there."

## How We Serve You

We receive your Deposits, and furnish you with a deposit and check book.

You can make your deposits in our Savings Department if you wish, and receive 3½ per cent interest, compounded twice a year—June and December.

We have Safe Deposit Boxes for rent at prices from $2.50 to $4.00 per annum for the storage of your papers, deeds, insurance policies, etc.

We sell Money Orders or Drafts payable anywhere in the world—cost is less than Postoffice or Express Money Orders.

We receive for credit checks payable anywhere in the world, and collect the money for you.

We have money to loan on good security—we help to build up the community.

We will give you the benefit of our business experience in any business transactions you may contemplate.

# The Bank of South San Francisco

**by its conservative and strictly business-like methods is attracting to itself a large and valued patronage.**

**It is constantly widening its scope of usefulness to meet the requirements of a modern institution, and upon the assurance of good service, it cordially invites your business.**

## WE BANK ON YOU
## YOU BANK WITH US

### OUR CALIFORNIA STOCKHOLDERS:

HENRY CROCKER, Capitalist, San Francisco.

E. E. CUNNINGHAM, Postmaster, Real Estate, South San Francisco.

W. D. DENNETT, Secretary Western Meat Company, South San Francisco.

W. P. FULLER CO., Paints and Oils, San Francisco and South San Francisco.

M. E. GLUCKSMAN, Real Estate, San Francisco.

LEROY HOUGH, Treasurer, Western Meat Company, South San Francisco.

P. N. LILIENTHAL, Manager Anglo-Californian Bank, San Francisco.

JESSE LILIENTHAL, Attorney, San Francisco.

PETER LIND, Meats, South San Francisco.

W. J. MARTIN, Agent South San Francisco Land and Improvement Company, South San Francisco.

DANIEL MEYER, Capitalist, San Francisco.

PACIFIC JUPITER STEEL COMPANY, San Francisco and South San Francisco.

STEIGER TERRA COTTA AND POTTERY WORKS, San Francisco and South San Francisco.

OFFICERS:

**P. N. LILIENTHAL, President**
**LEROY HOUGH, Vice-President**
**C. F. HAMSHER, Cashier**
**H. L. HAAKER, Teller**

## How We Make You Safe

We have the best vault and safe that money can buy—Fire and Burglar Proof.

We carry Burglary Insurance, so if we are "held up" in the day-time, or our safe robbed at night—our loss would be repaid to us.

Our employes handling funds are each under bond for the faithful accounting of all money handled.

We are members of the California and American Bankers' Associations. The California Bankers' Association has as its motto—"No compromise with criminals." Both Associations successfully prosecute any attempt to defraud member banks through Forgeries, Theft, etc.

We loan only on GOOD SECURITY. We ask security not because we doubt a man's honesty, but to make our Depositors SAFE. Their interests are first.

We have a Capital, Surplus and Undivided Profits account of $67,000.00 as a Guarantee Fund for the SAFETY of your deposits.

BANK OF SOUTH SAN FRANCISCO

SOUTH SAN FRANCISCO, CALIFORNIA

# South San Francisco Mill and Lumber Company

**W. J. MARTIN, President** — **FRANK KNOWLES, Sec. and Manager**

First and foremost among the interests of this country has always been the lumber trade, both on account of the immensity of its natural resources and the enterprise of firms and individuals connected with it. The consumption of lumber is annually increasing, notwithstanding the fact that iron and other materials are now so largely used for building purposes, and as the demand increases, enterprising dealers keep pace with the wants of the public by providing the necessary market facilities.

A very prominent and representative establishment of the lumber trade of San Mateo County is the South San Francisco Mill and Lumber Company, with a yard and mill located at South City. The facilities of this establishment are equal if not superior to any similar concern in this section of the State. Their mill is equipped for doing all kinds of sawing and planing mill work and their facilities for accommodation are also of the very best, and a large stock of lumber is always available, including pine and redwood lumber, also sash, doors, shingles, lath, lime, cement, crushed rock, sand, and building material of all kinds, the concern being in a position to provide for immediate demands at short notice. Every convenience is offered to people wishing to build. In fact, the company has been found to be most liberal by property owners who are doing their own building, as well as by contractors. Both Mr. W. J. Martin, president of the company, and Frank Knowles, secretary and general manager, are of our most enterprising and public-spirited citizens, esteemed and respected for their integrity, straightforward dealings, and any movement that has for its aim the betterment of the town has their warm support.

LINDEN AND BADEN AVENUES

SOUTH SAN FRANCISCO — SAN MATEO COUNTY

# South San Francisco

## And Her Future Prospects.

It is an entirely safe statement to say that San Mateo County is beyond all doubt destined to be the richest and most beautiful residence section in California or the United States. More millionaires and retired capitalists reside in quaint, out-of-the-way valleys back in the hills of San Mateo County than in any similar area in the State, and the whole county has become famed for its handsome villas and beautiful homes.

When the San Francisco fire laid waste the residence portion of that metropolis a year and a half ago, and labor could not be secured in the city for work on private homes, the business men of San Francisco sought the suburbs. The trans-bay colonies did not thrive, but the peninsula commenced the biggest boom in its history, with San Mateo County getting most of the benefit. As it was already a fashionable place for villas and bungalows of the smart set, thither flocked the homeless millionaires and business men of the city to build their homes.

San Francisco may expand, but this section of the peninsula will always be the residence park of the great city. This has been established beyond all doubt by the trend of San Francisco's society district since the fire.

### The Bay Shore Cut-Off.

The influence of the Bay Shore Cut-off railroad on the towns and cities of the county will be of the greatest, because it will place commuters within a very few minutes of the business district and will enable more families to leave the crowded and uncomfortable San Francisco for a home in the open.

It is impossible to overestimate the importance of all this to the San Francisco home-seeker. Hitherto he has been forced to choose between the shut-in life of flat or apartment house and the daily annoyance and delays entailed by living across the bay. Now the whole region south of the city is open to his choosing. Any one of the half dozen subdivisions offers desirable sites where he can build a home.

### South San Francisco.

The first and largest of these is South San Francisco, or South City, as it is now called, which is the first stop on the bay shore cut-off outside the city. South City now rates itself no longer a suburb, or rather, separate town, but feels with pride that it is a part of San Francisco proper. It has already made enormous strides in commercial development and has a well-defined town built up and in a flourishing condition, where every item needed in the home may be bought at San Francisco prices.

South City is a residence town, with many beautiful and modern homes, but nearly all of her inhabitants find employment inside the city. In this way it differs from other towns in the county.

A deep-water harbor is being constructed, with wharves, docks, and slips, and deep-water frontage, offering complete facilities for loading and unloading the great ships that will go forth bearing the products of South City's factories to the four corners of the globe. When those great capitalists, Louis F. Swift, Nelson Morris, and P. D. Armour, came from Chicago in quest of a place to establish their business, and selected South San Francisco as a site, they laid the foundation for a town that is destined to become part of Greater San Francisco. Their meat plant does a $5,000,000 volume of business a year.

Other enterprises are being developed with all the resources at the command of progressive captains of industry, and there are now in operation the Western Meat Company, the Fuller Paint Works, the Steiger Pottery Works, American Smelting and Refining Company, Pacific Jupiter Steel Company, Alexander Brick Company, and many other large plants are being projected, all of which are providing work for hundreds of people.

Industrially the town is as independent as any on the coast. The city is laid out on solid lines, and to-day can boast of its waterworks plant, its sewerage system, and electric light and power company, its electric street car service, with a car leaving South City for and arriving from San Francisco every half hour. It also has a dozen passenger trains each way daily on the Southern Pacific Railroad. It has a fine theater building, a first-class hospital, one of the strongest and soundest banking institutions in the State, and a weekly newspaper with one of the best-equipped printing plants in the county, while nearly every religious denomination is represented in the city. South City takes special pride, and rightly so, in her schools. The schools enjoy a reputation for scholarship and the formation of character second to none. All this shows the financial strength of the citizens and the faith they have in their town. South City needs only to keep in her present path to fulfil their hopes, as the future is marked by many sign posts, each indicating prosperity.

South City is on the eve of the greatest development in the history of the town. This is the consensus of opinion gathered by the writer from business men and the public in general. All are united in saying that never have so many favorable conditions been seen working together for the upbuilding of South City.

The time saved between San Francisco and South City by the opening of the bay shore cut-off has brought within the city itself lands that were formerly in the suburbs, and which will double in value within a year.

South City has the most remarkable natural position on San Francisco Bay. Real estate in a pretty location is good, but when you find the location has back of it the foundation of a metropolis, it is better, because the man who buys a suburban home on payment basis is generally trying to acquire a home for the future. We say for a home that no point south of San Francisco can compare with South City in any manner.

We do not fear contradiction, and believe statistics and facts will bear us out in stating that there is no better field on the peninsula to-day for the capitalist, investor, and home-seeker than offered by South City. We have every facility for a city of the first class, and we will welcome all bonafide enterprises, our people being eager to encourage advancement by every legitimate means in their power. South City has a welcome for all who desire to come, and he who gets in now gets in at the right time.



E. I. WOODMAN, Manager Enterprise.

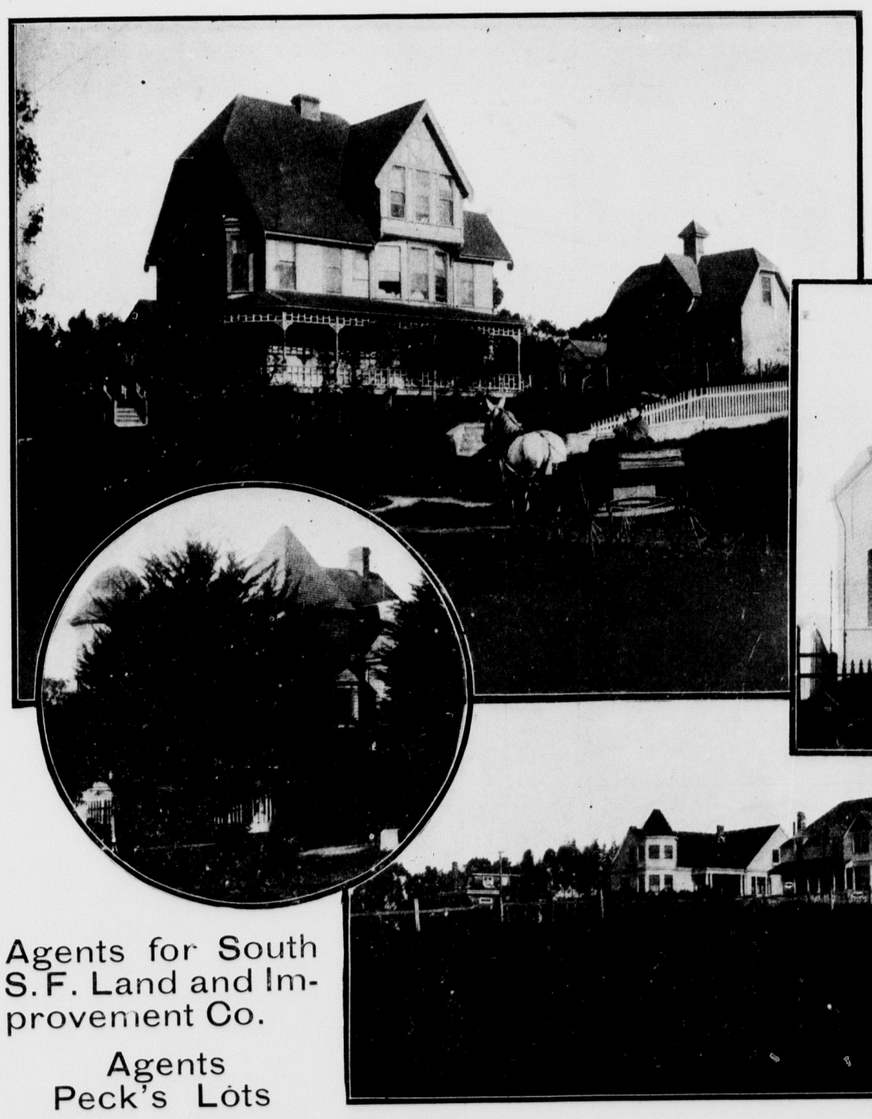


G. H. CHRISMAN.
Solicitor and Writer for This Special Edition


1891 1907

# E. E. CUNNINGHAM & CO.

**The Pioneer Real Estate Firm of South City---Have a Thorough Knowledge Real Estate Values**



SOME SOUTH CITY HOMES





Loans Negotiated, Rents Collected, Taxes Paid, Conveyancing Done.
No Trouble to Give information or Show Property.

Agents for South S. F. Land and Improvement Co.

Agents Peck's Lots

Agents for the Largest and Best Insurance Companies in the world.

Business and Residence Property For Sale in South City, San Bruno and Peck's Addition

Watch our ads for snaps in business lots and improved property. Write or call on us at Post Office Building, South City.

# THE ENTERPRISE

Published every Saturday by the

**Enterprise Publishing Co**

**Everett I. Woodman, Manager.**

Entered at the Postoffice at South San Francisco, Cal., as second-class matter, December 19, 1895.

SUBSCRIPTION RATES:

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| One Year, in advance | $2 00 |
| Six Months " | 1 00 |
| Three Months " | 50 |

Advertising rates furnished on application.

Office on Linden Avenue near Bank.

SATURDAY—DECEMBER 21, 1907


RESIDENTS of South City are requested to furnish this office with any news items that they know of from time to time. There is a letter box attached to our front door, in which written items can be placed. Please write on one side of paper and sign your name to it. THE ENTERPRISE desires to print all the local happenings, and the people of South City can be of material help.

## THIS ISSUE.

Persons abroad will get a true reflection of the business of South City from this edition of **The Enterprise.** The advertisements in the pages are just as they appear weekly, and give the true measure of the volume of our city's business and of the patronage that business men accord the local paper. We believe we may justly take pride in the fact that the mechanical work in this issue was all done in **The Enterprise** office, showing something of the quality of work our presses are capable of doing.

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The westward tide of emigration, which began soon after the Atlantic States were settled, has rolled with steadily increasing volume ever since, and is higher to-day than ever before in the nation's history. Especially within the last few years has there been a great movement of home-seekers to the West. "To the West" formerly meant to the Mississippi valley; now it means to California. Every resident of this State who has friends in the East receives from them letters of inquiry regarding the life here. Public officials and prominent men continually find in their mail letters from strangers who have seen their names in some publication, and who ask from them information about the Golden State. So frequent are these requests that many of them of necessity remain unanswered. For this reason such publications as the present issue of **The Enterprise** are prepared. This special edition is printed as a guide for those whose eyes are turned towards the West. It is an effort to describe in detail the various climatic, industrial, and social features of this section of the country and our endeavor to answer the constant clamorous call for literature and letters that tell the stranger about this wonderful land of ours. So the dweller in the East, whose eyes are turned to the West, is invited to read these plain tales, and if the prospect pleases, to bring hither his household goods and rear his family altar in this "sunset land of afternoon," where rich soil teems with fruits and flowers, where frugal labor may mend broken fortunes, and genial climate restore lost health; where prosperity may chase their cares away, and laughter shake the teardrops from their lashes—the ideal land.

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When you have read this paper, send it or one like it to your friends back East and let them find out something about this part of California.

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South City is a cash city. No matter what the farmer, fruit grower, poultryman, or producer has to sell, there is a market for his product right here, and a "cash" market.

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## CLIMATIC CONDITIONS OF CALIFORNIA.

Very few persons outside of California understand the advantages of its climate. Those living in Eastern States, where there are four months of blizzard, never realize that California, situated in precisely the same latitude, is, except on the summits of the mountain ranges, blessed with perpetual summer; where the fig and olive, orange and lemon, peach, apricot, and vine grow to perfection; nor can they understand that while Mt. Shasta and the higher Sierras are covered with snow and ice, as often pictured to them, the valleys are waving with golden grain, the air perfumed with orange blossoms, and the delicate rose blooming the whole year. There are, comparatively, but two seasons—the wet and the dry. The rainy or winter season may be said to commence in October and end in May. It seldom rains longer than two or three days at a time, and the intervals between rains vary from three days to a week, or a month at a time.

As soon as rains commence, grass begins to grow, and by the first of December the country is covered with a green carpet of vegetation. From November to January the farmers do most of their sowing and planting. December is usually the coldest month in the year. Snow can be seen on the mountain tops, but it rarely falls in the valleys. December is usually the month of the heaviest rainfall. February is a pleasant month, much like the month of May in the Eastern States. March and April are usually made up of sunshine and flowers. Vegetation grows rapidly and some fruit ripens at this time of year. Strawberries and vegetables can be had in some localities the entire year, while the cherries and apricots are to be had in May. In the last of May and June the grain matures and the farmer can harvest his crop without fear of storms. Climate is one of our assets, a part of her resources that the home-seeker can convert into cash, for no small part of its wonderful productiveness is a striking tribute to her mild winters and long months of sunshine. The story of the climate is written in blossoms and flowers rather than figures, and one rises to enthusiasm as he tells of winter gardens and luxuriant fields and forest in bloom every month in the year. Winter is but a name.

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## OPPORTUNITY.

According to the Southern Pacific officials there was never at any time in the history of the State so many inquiries as there are at this time regarding the possibilities and opportunities for prospective home seekers.

The railroad offices in California and in other States, the various chambers of commerce and boards of trade and their agencies in the Eastern States are kept busy answering questions and letters of inquiry. Since the present financial stringency the inquiries have become greater and thousands of Eastern people are looking toward the State of Golden Opportunities.

E. Shillingsburg, Southern Pacific district passenger and freight agent of San Jose, has received letters from the head offices of the company advising him of the many inquiries and the expected great influx into this State as soon as the colonist rates are again inaugurated. The head officers of the company desire that these facts be given the widest publicity possible, so that every section in the State can assist in locating these newcomers.

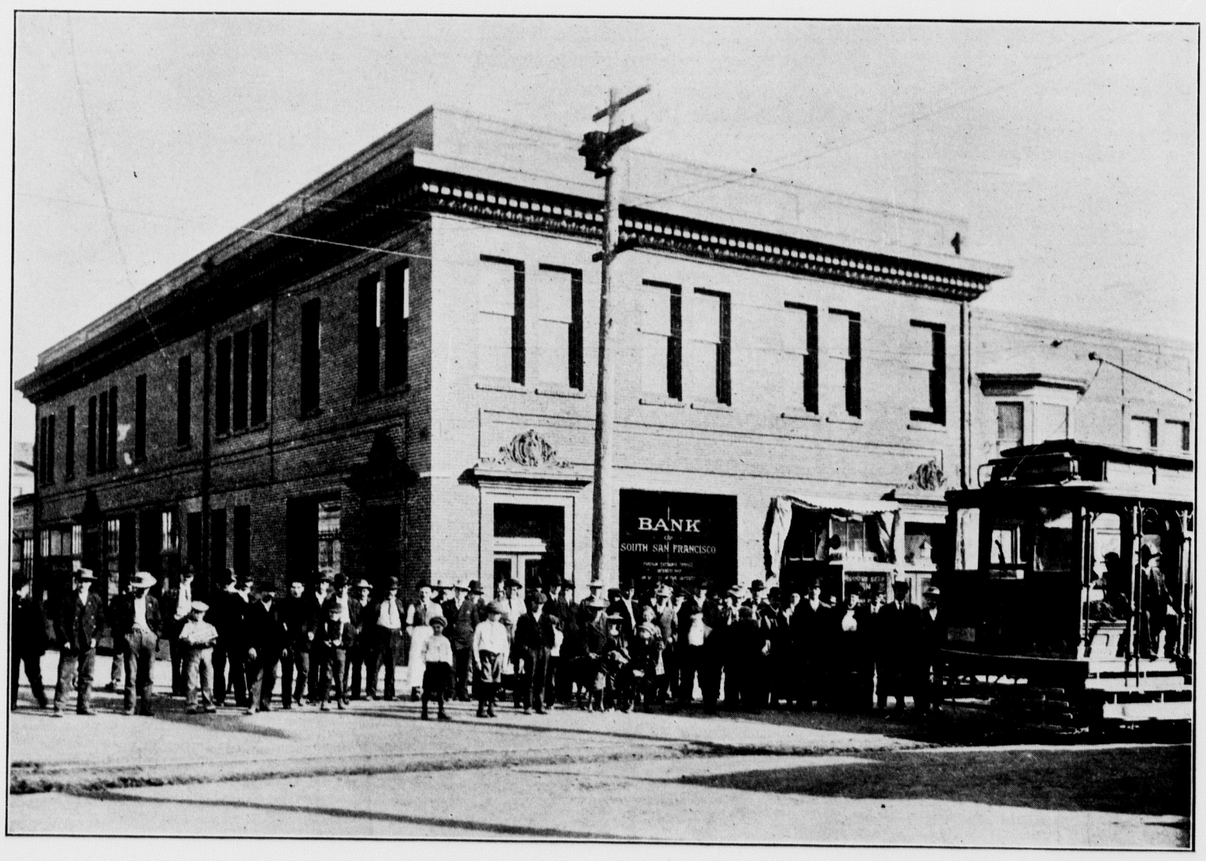
"Among the great colonizing agencies in this State," said Mr. Shillingsburg the other day, "there is none greater than the Southern Pacific. Year after year the company has published hundreds of various books and millions of pamphlets that are distributed all over the United States, and all treat on the climatic, business, farming, and general opportunities offered in this State to home-seekers. As a furtherance of this gigantic advertising medium, the company gives ridiculously low rates to those desirous of coming and seeing for themselves. It helps the home-seeker to become located and helps in the work of uplifting and upbuilding California.

"What the majority of these people want are small tracts of five, ten, and twenty acres. As a rule they are people of moderate means and want to go in first on a small basis, gradually increasing their holdings as the fairy goddess of prosperity touches them with her magic wand. The work done by the company is in line with the other commercial bodies and organizations. The Southern Pacific will bring the people here, and then it is the duty of the chambers of commerce, boards of trade, merchants' associations, and others to see that they are properly and satisfactorily located.

"Talk about hard times and financial stringency. It is all rot, in my opinion. People in California never were as prosperous as they are now. Our company is paying no attention to the cries of calamity howlers, but is going ahead and spending more money than usual in advertising. It goes to show that the confidence of the Southern Pacific in the people and future of this State is greater than ever, because it is far-sighted enough to know of the great opportunities that exist and are to come. If we all work together we will succeed in making California the grandest and greatest State in the Union, and rest assured that the Southern Pacific will do the lion's share of the good work."

# W. J. MARTIN

## ONE OF SOUTH CITY'S SUBSTANTIAL CITIZENS

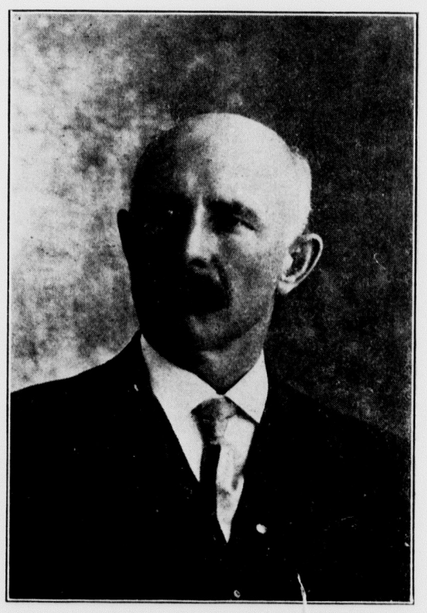



THE W. J. MARTIN BUILDING. *Gillette*

Everyone admires a man who has made his own way in the world and by the exercise of good judgment, together with industry and perseverence, gained for himself a position commanding respect and confidence. Among the active business men of South City who have contributed their full quoto toward making the town what it is to-day, namely the most thriving and busiest little town in San Mateo County, no one is entitled to more credit than the subject of this sketch, W. J. Martin. He has been in business in South City since 1891. From that time to the present he has been one of the most active citizens of this growing town. In every business in which he has been engaged he has been esteemed as a man of sound judgment, financial standing and executive ability of the highest order. It would be no misstatement to say that W. J. Martin has done as much or more for South City than any man making this place his home. While it has taken most of Mr. Martin's time to look after his own interests, he never has forgotten or neglected his duties as a citizen, and whenever there has been a movement started which was calculated to be of material benefit to the town he has always been one of the first to give it encouragement.

Such men mean much to a town. And now, just as a new era of prosperity is dawning for South City, it is essential that it has men like W. J. Martin. It takes a broad-minded man to succeed in this world.

Mr. Martin is a large property owner, and his abiding faith, coupled with keen business judgment and public-spirited interest in all matters pertaining to the welfare of South City, have redounded to the best interest of the town, and in closing we can only say that had South City more such citizens it would be better in every way.



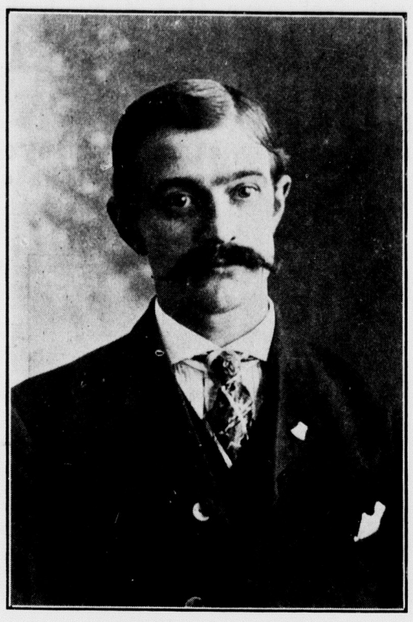
W. J. MARTIN



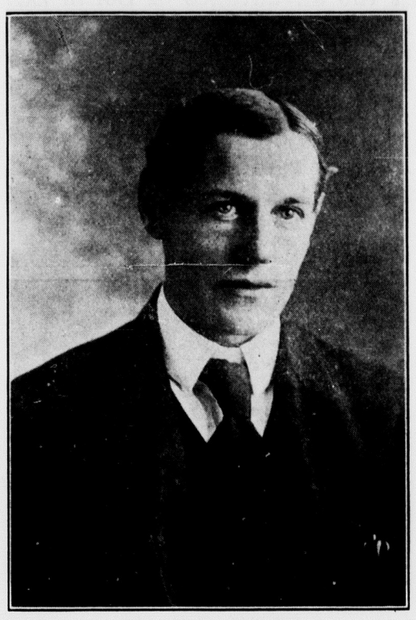
W. J. MARTIN'S RESIDENCE. *Gillette*

## SOUTH CITY MARKET.

The principal requirement of a good meal is fresh, juicy meat, such as can be had at the neat and tastefully arranged market of Pike & Coombes, known as the South City Market. This market has the reputation of handling nothing but the best butchers' stock and the very best brands of cured meats of all kinds. It is first class in all its appointments, being neat, well kept, and one that is a pleasure to patronize. Patrons are always treated courteously, given the best cuts when desired and always get the lowest prices consistent with good quality. The market has always been well patronized, and its prosperity has not spoiled it, but has stimulated it to further efforts to accommodate its large and steadily increasing trade. When you want a nice steak, roast, boiling piece, ham, mutton, sausage, bacon, or smoked meats, lard, or anything in this line, you will always find it at this reliable market. Their delivery wagon makes regular daily trips for the accommodation of their many patrons, and carries nothing but what is first class in every respect.



EDWARD PIKE.



CHAS. COOMBES.

Messrs. Pike & Coombes have added a new branch to their butcher business, having secured the agency for the pure distilled water ice manufactured by the National Ice Company, with which they will serve their many patrons in future.

Messrs. Pike & Coombes are enterprising and progressive in business and alive to the needs of the trade, and foremost in advancing or encouraging any progressive movement for the good of South City.

## M. S. DUTRA.

### General Merchandise.

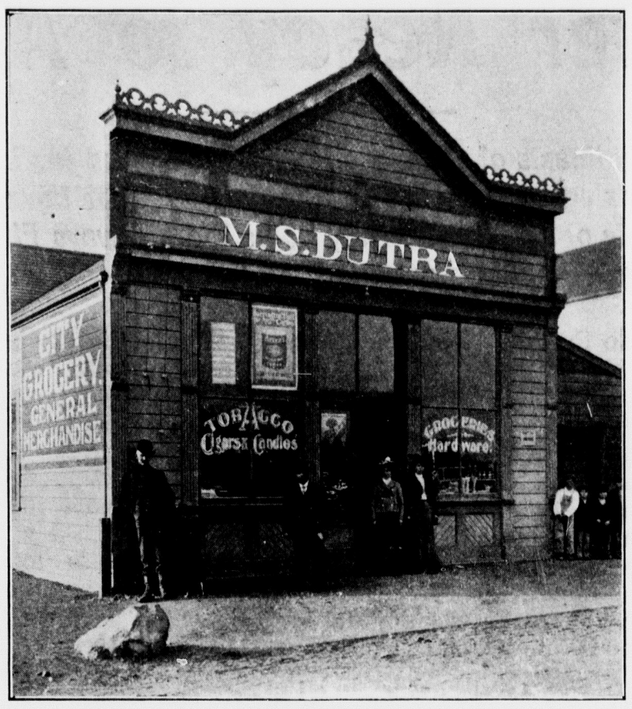
A business that is steadily pushing its way to public favor and confidence is the City Grocery, conducted by M. S. Dutra.



M. S. DUTRA.

Mr. Dutra was a dealer in groceries and merchandise in Marin County, this State, for seventeen years.

The stock, which is extensive and well chosen, comprises a line of staple and fancy groceries, fine teas, coffees, canned goods of all kinds—in fact, there is nothing in the way of staple and fancy groceries that cannot be found there, as well as hardware, crockery, and a large line of general merchandise. The greatest care is taken in the selection of stock, which is purchased from the best sources of supply and is sold at a price that bids all "live and let live."




CITY GROCERY. *Gillette*

Mr. Dutra is a competent business man, full of life and push, catering to no one man more than another. The poor man buys groceries there as cheap as the richest, no distinction being made between customers. Those who desire first-class groceries, etc., and to be fairly dealt with, should call and give him a trial. He will deliver goods to any part of the city.

Mr. Dutra is progressive in business and a man that takes an interest in the welfare of his home town, South City.

## THE JACOBS COMPANY.

### A Strong, Progressive Establishment.

One of the best-known and most popular mercantile establishments in South San Francisco is the South City Emporium, conducted by the Jacobs Company. The business was established in 1906, and has steadily pushed its way to public favor and confidence as a consequence of the superior assortment of goods, favorable prices and fair dealings.

The store is conveniently located and is tastefully arranged; the show windows are neatly dressed and the stock of goods is of the highest standard and equal to many stores in the larger cities, and includes a full line of dry goods, ready-to-wear garments, dress fabrics, silks, piece goods, laces, embroideries, and miscellaneous merchandise pertaining to this special line of trade.

The store is also complete with the better grades of everything that pertains to men's furnishings, including hats, caps, and a full line of men's, ladies', and children's clothing. There is also a grocery department, where can be found a full line of fine teas, coffees, relishes, sauces, table luxuries, and the very best of everything that the market affords. Next we come to the hardware department and find a full line of hardware, stoves, ranges, as well as house furnishing goods, furniture, crockery, queensware, glassware, etc. The house obtains goods direct from the leading sources of supply, and is always the first to introduce the new styles as soon as they can be had.

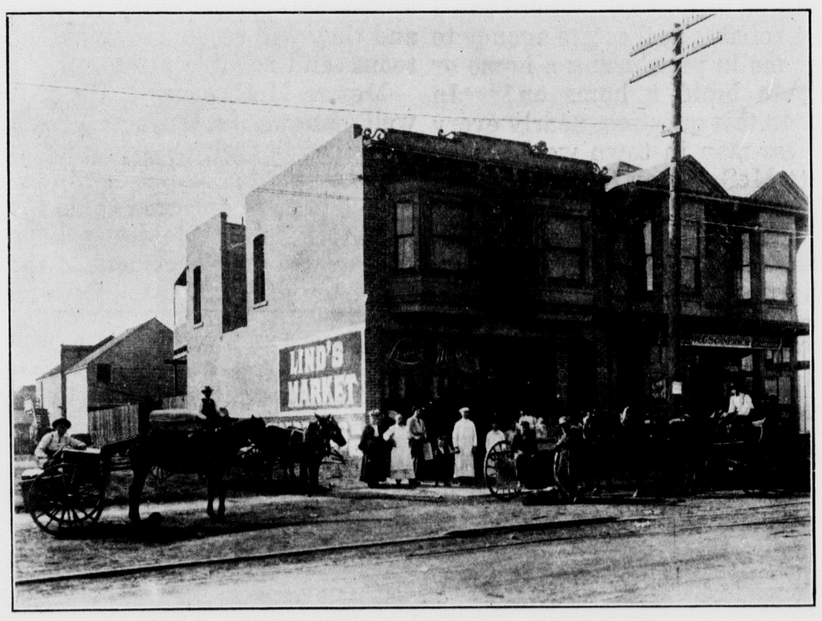
A few of the many reasons for the success of the house we ascribe to their untiring devotion to the interest of patrons. Courteous treatment to all is one of their imperative rules. That no customer shall be annoyed by over-persuasion to purchase is another, always insisting that the merit of the goods and the uniform low prices should do their own persuading.



JACOBS & CO.'S STORE. *Gillette*

Messrs. Jacobs & Company are enterprising, public-spirited business men, who may at all times be counted on to encourage any progressive movement that is for the betterment of the town and for the whole community.

## LIND'S MARKET



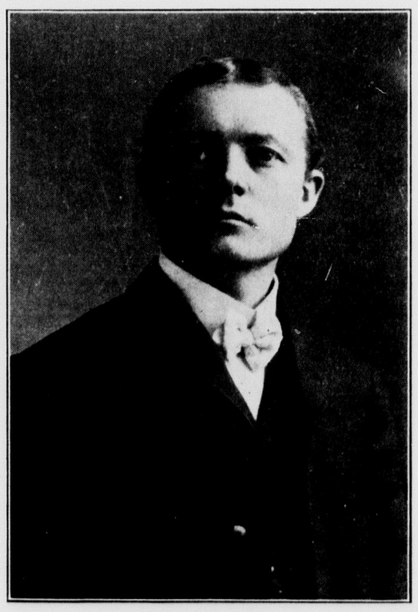

LIND'S MARKET. *Gillette*

One of the most important of our business interests is that of supplying the public with good, wholesome meats, and we take pleasure in calling the attention of our readers to the market conducted by P. Lind. At this market may always be found the very choicest steaks, the juiciest roasts and the tenderest chops, as well as ham, bacon, salt and smoked meats of all kinds, at the very lowest prices consistent with good quality. In fact, people say that for first-class meats this market takes the lead in both quality and price. A delivery wagon makes regular daily trips throughout the city and vicinity to supply the regular customers of the market, and nothing is handled but what is first class in every particular.



LIND'S MARKET. *Gillette*

Mr. Lind is experienced in all relating to the business and knows what is necessary to stock up a first-class market. No better meats can be obtained than bought by him, and this fact his many customers have the satisfaction of knowing. Cleanliness and purity are two points upon which this market prides itself and which are attained in every instance.



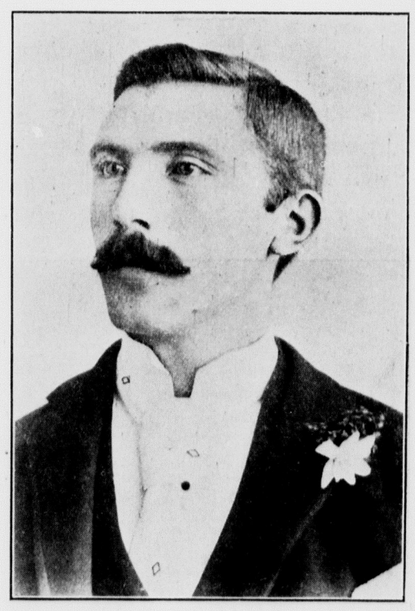
P. LIND.

Mr. Lind is enterprising and progressive in business, and when once a customer trades with him a change is seldom desired.

## C. T. CONNELLY.

South City is not at all wanting sample rooms, where beverage forms the leading attractions. If one should visit the saloon conducted by C. T. Connelly, known as The Bank, he would have reason to seek no farther. This popular resort has since its inception received the visits of high-class patronage, drawn thither by the courtesy of the proprietor and the quality of the goods handled. The premises are nicely fitted up, and it is one of the most orderly and best-kept saloons in the city. All of the favorite brands of old rye and bourbon whiskies are carried in stock, also wines, brandies, Pabst blue ribbon beer, and always on tap the celebrated California steam beer. The patrons of this establishment include some of the best people of the town, who come not on carousal, but to refresh the inner man.

Mr. Connelly, the proprietor of this popular resort, is most favorably known throughout the county. He is a member of the Republican County Committee and has a host of friends who call at the saloon because of his popularity. In fact, the saloon is first class in every respect and visitors to South City will always find it an agreeable place to visit.



C. T. CONNELLY.

DAMAGED

# MERCHANTS WORK IN HARMONY FOR THEIR OWN AND CITY'S WELFARE

# Ever Ready to Aid

***South City Boasts of Business Men and Business Institutions as EnterprisIng as May Be Found in Any Town of Equal Size in the State of California. Any Noble Work Always Finds Them Lending a Helping Hand.***

South San Francisco was founded in 1891 by G. F. Swift, Nelson Morris, P. F. Armour and Michael Cudahy, "the big four" Chicago meat packers.

These captains of the world's meat industry, in close touch with all material progress in the western hemisphere, saw the necessity for a great modern meat packing plant, at a central point, on the eastern shore of the Pacific Ocean, that is to say, somewhere on the Bay of San Francisco.

After a careful and thorough survey of the situation they selected San Bruno Point in San Mateo County, as the place most suitable for their big meat business.

Finding at this point all the conditions favorable to the establishment of a great manufacturing and industrial city, they acquired, by purchase, 3500 acres of land with four miles of water front on the Bay of San Francisco, including San Bruno Point and the 1700 acres comprising the country home and ranch of Chas. Lux, of the firm of Miller & Lux.

This magnificent domain was at once laid out in three grand subdivisions. Fourteen hundred acres, lying east of the then proposed Bay Shore Railway and fronting on the bay, was set apart as a manufacturing district—for factory sites exclusively—within which there can be neither business houses nor dwellings. Eighty acres of this tract was taken as a site for the packing houses and stock yards of the Western Meat Company. A deep water ship canal was dredged out to the packing house site and two slips for vessels of the largest size were constructed. The ground was graded and extensive stock yards and packing houses and buildings erected, yards constructed and a great meat packing industry installed. An independent line of railroad was built, owned by the founders of the town, to connect all factories at the water front and in the manufacturing district with the Southern Pacific Company's railroad. The remainder of the 1400 acres was reserved as sites for other manufacturing industries, with a provision for a spur railroad track to any factory locating in this district and the use of slips or wharves at the water front. Occuping a central position fronting the Bay Shore Cutoff railroad on the east, with the famous old San Bruno Road traversing it from north to south, some 1000 acres of comparatively high dry level land was laid out into lots, blocks, streets and alleys as a business district.

Throughout this district the streets were graded, sewers constructed, water mains put in and cement sidewalks laid on the main street. West of the business section and extending to the westerly limits of the company's territory, a residence district of 2000 acres was laid out. In this residence section the lots are 50 x 140 feet; the streets from sixty to eighty feet wide, with an alley twenty feet wide running through the middle of all blocks, thus giving to each of these big suburban home site lots a street at the front and a twenty-foot alley at the rear. This district is simply one of the grandest and most beautiful residence sections to be found anywhere in this wonderful land of sunshine, flowers and beautiful homes. Its main thoroughfare, Grand Avenue, has been graded, sewered and provided with water mains from one end to the other, over one mile in length, with cement sidewalks from the business district half a mile to the westward.

At the establishment of the town in 1891 an independent artesian well water system with a reservoir at an elevation of 170 feet and a powerful pumping plant was put in, furnishing fine artesian water for all purposes at the moderate price of 25 cents per thousand gallons.

The following named industries are at present in active operation in the factory district, viz.: The Western Meat Company, with its big packing house and stock yards, with its two auxiliary industries, viz., the wool pullery plant and a glue factory, doing in the aggregate over $5,000,000 business per annum. The Steiger Terra Cotta and Pottery Works, manufacturers of fine fire and other bricks and terra cotta, sewer pipe and all kinds of pottery. The W. P. Fuller Company, manufacturers of paints, oils, white and red lead and fine plate glass mirrors. The Baden Brick Company, manufacturers of first-class bricks on a large scale. The Pacific Jupiter Steel Works, manufacturers of an exceptionally fine quality of steel for all purposes, by a special patent process belonging exclusively to this company and The South San Francisco Mill and Lumber Company, large operators and dealers in lumber and manufacturers of all sorts of mouldings and mill stuff for building purposes. These manufacturing industries, already in operation, employ over 1500 men upon a regular weekly pay roll, which means the disbursement of some $30,000 weekly as wages in this young industrial city. In addition, the town has a local Electric Power and Light Company, which furnishes light to factories, business houses and power to any industry desiring it.

An electric street railroad connects the factory, business and residence districts of this town with the city of San Francisco.

The Bay Shore Cutoff Railroad, just completed, reduces the distance from this town to Third and Townsend streets to nine miles and the time to seventeen minutes. In other words it takes less time to reach South San Francisco from Third and Townsend streets than to go to any point in the Western Addition in San Francisco.

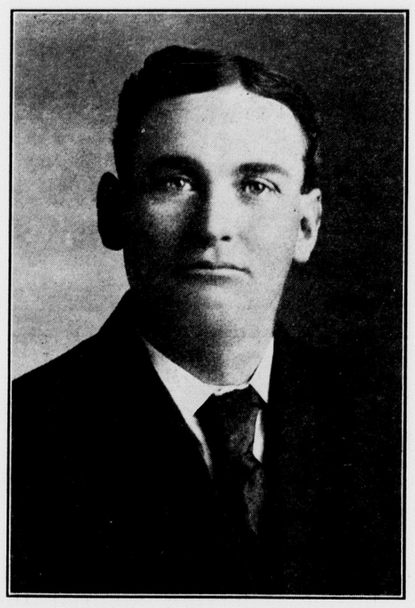
The town has a live weekly newspaper, with one of the finest and best equipped printing offices in San Mateo county. There are three churches, with church buildings all out of debt. Two public school buildings with eight class rooms completed and room to provide for four additional class rooms.

There is one bank with a paid up capital of $50,000 and a $5000 surplus with deposits aggregating $250,000, which financial institu- is safe, sound and strong and did not close it doors a day nor depart from its ordinary routine during the holiday proclamation season. Its stores are modern, up to date and prosperous. Many of its working men own their own homes. It has a population of between 4000 and 5000. Its postoffice money order business averages over $10,000 monthly, and as an indication of the magnitude of its business, the record of railroad freight shipments at this station for the six months ending November 1, 1907, shows an aggregate of about 170,000 tons or 8500 carloads, giving an average of about 42 carloads per day for each and every day of those six months.

## McSWEENEY & WALSH.

### Real Estate and Insurance.

The whole spirit of this entire issue of **The Enterprise** is to point out the advantages of South San Francisco and San Mateo County as a point second to none in sunny California for home-seekers. Here is the home-seeker's opportunity. Homes can be bought or built and will grow rapidly in value, at the same time where the very best of educational advantages can be had and where the home-seeker can locate in the midst of refinement and intelligence. This issue of **The Enterprise** will undoubtedly fall into the hands of hundreds of people all over the country, and wherever their homes may be now, we hope to number many of them in the not far distant future among the residents of South City and San Mateo County.



A. McSWEENEY.



A. A. WALSH.

To the newcomer the first question to be settled is, "Where can I find a reliable real estate agency to assist me in purchasing a home or a lot to build a home on?" In reply to this question, nearly every business man in town would refer you to McSweeney & Walsh.

It is now an exploded idea that any one can be a successful real estate dealer. The progress made in this as in all other branches of business demands that it should be followed by men who are reliable and responsible in every way. Investors insist upon knowing who they are dealing with, and sellers must feel sure that they have their property in responsible hands. In these times of progressive activity in South City, it is fitting to direct attention to this reliable agency, as they have sold many pieces of property and have always satisfied both buyer and seller. They have a large list of properties for sale, which they are offering on the most favorable terms to purchasers. They are also prepared to make loans on all first-class real estate and make a specialty of looking after properties of non-resident land owners, such as collecting rents, paying taxes, etc., and any one wanting to buy, sell, or rent acreage or city property of any kind should by all means call upon or correspond with McSweeney & Walsh, and they will receive prompt, courteous, and reliable attention.

Messrs. McSweeney & Walsh are well known in business circles. They are liberal, enterprising and possess public spirit and local pride, and are disposed to do their part to stimulate in every honorable way the advancement of their home town, South City.

The desert of Sahara is within a few hundred square miles of the size of the United States.

The number of persons to the square mile in this country is 17, while in England it is 480.

Parisians ate 40,000 horses last year The horse meat consumption has increased owing to the scarcity of beef.

The Australian Premises' conference disapproved the proposed transfer of the northern territory of South Australia to the commom wealth.

In Lewiston, Me., there is a young woman cobbler, and in New York State a blacksmith shop is run by three women.

An engineer in East Java claims to have invented an implement with which two men can cut eighteen tons of sugar cane a day.

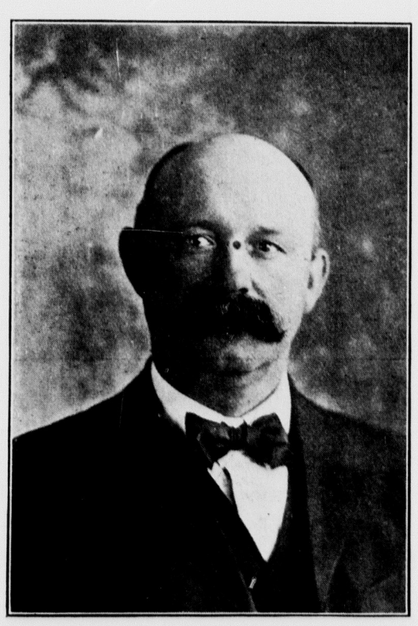
In round figures the area of India is 1,500,000 square miles; the United States 3,500,000, and Russia, including Siberia, 8,000,000.

Talk to the average woman five minutes and she will tell you how she has overdone herself.

## E. W. LANGENBACH.

### Gents' Furnishings and Clothing.

The business conducted by E. W. Langenbach has developed into one of the leading and most popular clothing and men's furnishing stores in South City. The business was established in 1903, and has steadily pushed its way to public favor and confidence until now it has a reputation second to none in South City.



E. W. LANGENBACH.




E. W. LANGENBACH'S STORE.

The store is replete with notably the better grades of everything that pertains to men's outfitting, including fine white and fancy shirts and collars, the latest novelties in neckwear, fancy and staple hosiery and underwear of all kinds, popular brands of medium and high grade hats, shoes of California's best manufacture, men's and boys' clothing, both in high and medium goods and made in the highest and most artistic manner.

In the tailoring department, where suits are made to measure by the very best of workmanship, you will be shown woolens of the finest fabric to select from.

Mr. Langenbach adheres strictly to the one-price system to all; fulfills all representations and maintains the most favorable relations with his patrons and the public in general.

The superiority of the goo ls carried, the careful selection of stock, together with liberal and honorable treatment of customers has secured for Mr. Langenbach his present popularity and prosperity. He is not only enterprising in business, but also takes an interest in al matters of public benefit and the up-building of his home town, South San Francisco.

The most valuable crop in the Philippines is hemp; rice comes next, followed by tobacco. The export of Manila cigars amounts to nearly $1,000,000 a year and the home consumption is probably larger.

There is a factory in Amsterdam, Holland, which cuts and polishes 400,000 diamonds annually. About twenty women do most of the actual cutting of the stones.

DOCUMENT



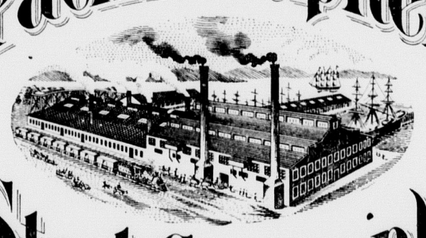
## JUPITER STEEL.

We hear of the coming Pittsburgh of the West, of which South City already has a nucleus in the plant of the Pacific Jupiter Steel Company, located on the water front of South City. This company is operating a steel foundry plant with a total capacity of 10,000 tons per annum and employing 125 men. This plant forms one of the most interesting features of South City's manufacturing industries. The company operates a ten-ton open hearth acid furnace, turning out steel castings ranging from 100 pounds to ten tons in weight; also a sixteen-pot crucible furnace from which small castings from one to 100 pounds are poured. All classes of alloyed steel, including manganese, chrome, tungsten, vanadium, and nickel steel, are made in this department. The product of these furnaces includes steel castings of every description, among which might be mentioned cast steel gears and pinions, bucket backs for gold dredgers, clam-shell dredge buckets, anchors, rock-crusher shoes and dies, cams and tappets—in fact, every requirement in steel castings for the general machinery trade. The Pacific Jupiter Steel Company owns seventeen and one-half acres of land, on which its plant is located, having both water-front and railroad facilities on the ground, and there are no limits to its possibilities for expansion. South City is proud of possessing the location of the only steel foundry plant in the State of California, as the steel industry is a synonym for solidity, and a pioneer of large communities.


OPEN HEARTH AND CRUCIBLE STEEL

PACIFIC CRUCIBLE STEEL CASTINGS

Pacific Jupiter Steel Company



HIGH & LOW CARBON
TUNGSTEN - MANGANESE
CHROME - NICKEL - VANADIUM
AND OTHER ALLOYED

STEEL CASTINGS

OFFICE
140 FIRST STREET
SAN FRANCISCO, CAL.
WORKS
SOUTH SAN FRANCISCO
SAN MATEO CO., CAL.


## RODGERS & HAWES.

The most popular and highly respected sample room in South City is that conducted by Rodgers & Hawes. The premises are nicely fitted up with a handsome back bar, etc. Th[illegible] since its inception re[illegible]isits of high-class pa[illegible]hither by the bonhomie of the proprietors, Rodgers & Hawes, who are advocates of selling none but the purest of goods, and there is no saloon in the town which carries a better line of goods, which consist of all the most popular brands of foreign and domestic wines, whiskies, beers, etc., also a very choice selection of cigars.

Messrs. Rodgers and Hawes would not think of offering an inferior article to the trade, their customers being among the leading business men and citizens of the town. This saloon is quiet and orderly, and a saloon conducted on these principles is bound to succeed and to attract a desirable class of customers.



RODGERS & HAWES SALOON. *Gillette*

Messrs. Rodgers and Hawes are pleasant gentlemen to meet, always ready to assist in the upbuilding of their home town. And they spare no pains to make all feel welcome, and their large and constantly increasing trade is the best evidence that the saloon is a popular and agreeable place to visit when in need of a nice glass of wine or other refreshments.

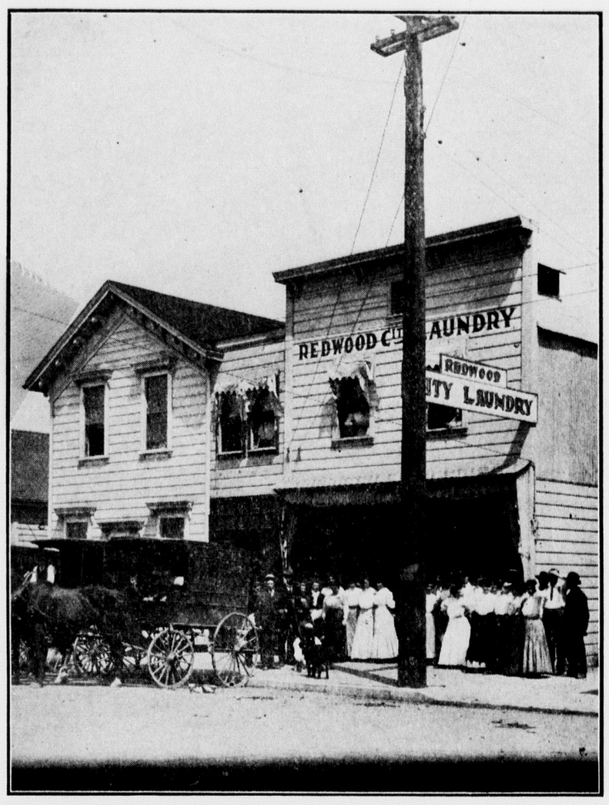
## THE PENINSULA LAUNDRY COMPANY.



FRANK MILLER.

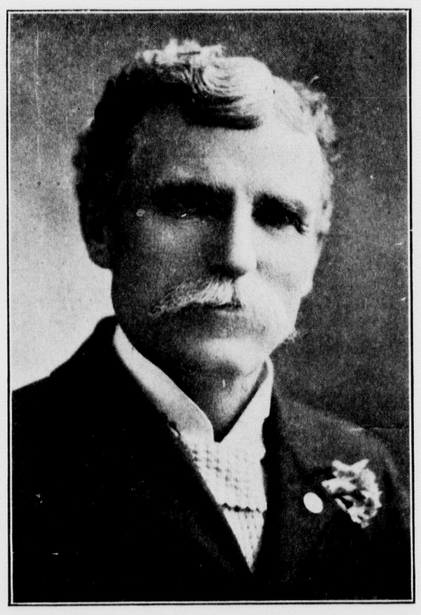
In our review of the business interests of South City we wish to call attention to a new enterprise about to be established in our town. We refer to the Peninsula Laundry Company, which was organized by Mr. Frank Miller, owner of the Redwood City Steam Laundry. Owing to the fact that Mr. Miller's laundry business at Redwood City has grown to such an extent, and in order to more readily accommodate his large patronage in this end of the county, he has decided to establish a first-class laundry plant at South City as soon as the necessary arrangements can be made and location selected. The South City plant will be equipped with the latest improved machinery known to modern science for use in laundries. Thus, with a first-class laundry located at each end of the county, namely at Redwood City and South City, Mr. Miller will be in a position to handle his large and constantly increasing business.

Mr. Miller is experienced in the laundry business and by enterprise and progressive methods is building up a fine business enterprise—in fact, he is the type of the young business men who are pushing forward the deevlopment of California so rapidly.

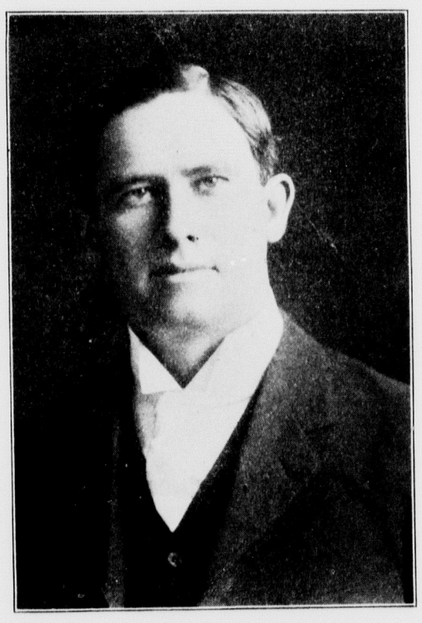



## E. E. CUNNINGHAM & CO.

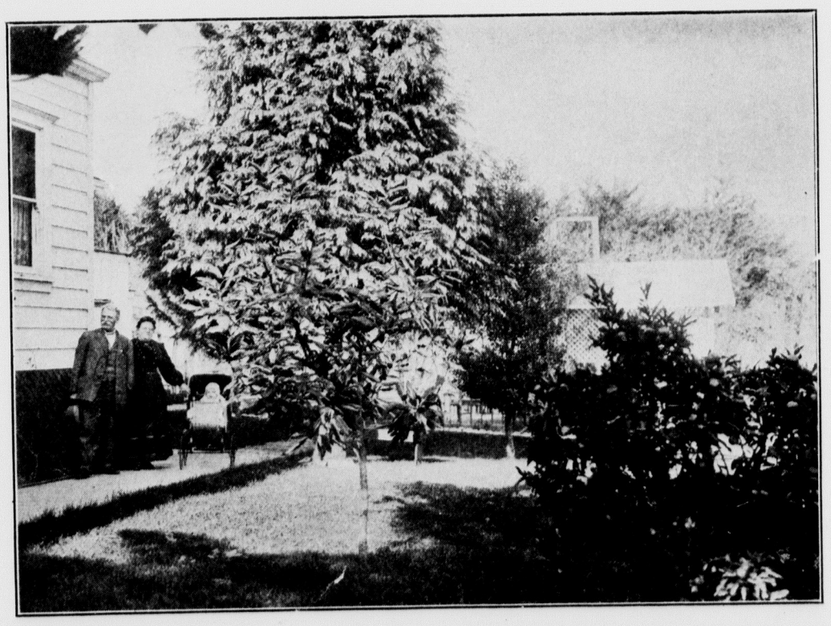
This special illustrated edition of **The Enterprise,** containing as it does a description of the resources and attractions of South City, as well as its various business interests, and as it will undoubtedly be sent to and read by people who have not as yet visited our city, the question will be asked, "What has South San Francisco (or South City) to offer as inducements for people to locate there?" The question brings up such a wide range of thought of the excellencies possessed by the city and county that the writer becomes bewildered in the accumulating field and would refer the reader to the real estate firm of E. E. Cunningham & Co., whose office is located in the South City postoffice building and is full of information regarding South City real estate, its wonderful resources and advantages, which is freely dispensed to those who are seeking information with a view of investment. No better investments are offered capitalists or home-seekers to-day than South City realty at present prices. Lots and land will never be lower. An era of unprecedented growth in population, with a corresponding increase in building operations, is about to mark the history of this section of the county. There will not be necessarily a "boom," for the city is on a solid basis and values are simply far below normal. Some of the best investments placed upon the market to-day are offered by this company. Any one wanting to buy a home, or a lot to build a home on, or, in fact, real estate of any kind, should interview Messrs. Cunningham & Co., as they have some bargains that are certainly attractive.



E. E. CUNNINGHAM.



F. A. CUNNINGHAM.



F. E. CUNNINGHAM'S RESIDENCE. *Gillette*

They are also prepared to negotiate loans at the lowest possible rates of interest, and make a specialty of looking after properties of non-resident land owners, such as collecting rents, paying taxes, etc., and in insurance represent some of the most reliable companies in the world, and are prepared to write insurance to any amount.

Messrs. Cunningham & Co. are of our most progressive, public-spirited citizens, who take an active interest in the welfare of the city and county. Mr. Cunningham is postmaster of South City, and is never found lagging when the city's interest is at stake, but always inclined to encourage any progressive movement that will advance the city's business interests.

## KUHN & HICKEY.

### Plumbers.

Few if any of our business men have been more fortunate in securing a hold on public favor and confidence than Kuhn & Hickey, who are experts in plumbing, gas and steam fitting, and all work done by them is guaranteed to be strictly first class. Since commencing business here they have enjoyed a large and steadily increasing patronage. A full line of fixtures and plumbing appliances is carried in stock, including bath tubs, sinks, etc. They are prepared to give estimates on all classes of work in these lines, paying special attention to water service, house drainage, sewerage, sanitary plumbing, tinning, and all kinds of sheet metal work. Their reputation for fair prices and honorable dealings is well known, and this alone has secured for them many orders. They have done the plumbing and other work on some of the largest buildings and handsomest dwellings of this section, which stands as evidence of their skill. Messrs. Kuhn and Hickey are progressive and public spirited, and take an interest in whatever is for the benefit of the town, and by their honorable methods of doing business have won a deserved success.

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"It is expensive to be rich," says Mrs. Stuyvesant Fish. But what does that matter, if you are rich?

After all the girls have married and left home, rare callers at the house find that the front door sticks and won't open, and they have to go around to the side door.

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So long as the silver quarters and halves bear the motto, "In God We Trust," the great majority of the American people will have a religious sentiment in their pockets as well as in their hearts.

DAMAGED DOCUMENT



# Perfect Drainage and Ebbing Tides Make South City a Healthy Town



THE KAUFFMANN BUILDING

## KAUFFMANN BROS.

### Draying and Express.

Every town must have a dray and transfer line, but few are as fortunate as South City in having in this branch of business a firm with the energy and push displayed by Kauffmann Bros. who by prompt attention to business, courteous treatment, and fair prices to all have built up a volume of business seldom attained in a town of this size. As a natural result, they are kept busy attending to the wants of the merchants and citizens of the town. They are deservedly popular with the traveling public, as they know their trunks and baggage will be carefully handled and will always be to the train on time. They are prepared to do all kinds of transfer work, also to the handling and moving of furniture, etc, and all goods are handled promptly and carefully.

Messrs. C. E. and A. L. Kauffmann the proprietors, are well known as progressive and reliable business men and citizens who take an interest in all matters tending to promote the upbuilding of South City. Their office is located with Wells, Fargo & Co., of which Mr. C. L. Kauffmann has been connected as local agent for the past nine years.

## LODGE CAFE AND RESTAURANT.

Every city or town generally has among its chief distinguishing features one which persons of all degrees thoroughly understand and appreciate, namely, a good restaurant. Among the institutions of our city none are more worthy of recognition than the restaurant conducted by I. L. Matkovich and N. Miljas, known as the Lodge Cafe and Restaurant. This restaurant is neat and cosy, and the charges at all times are the most reasonable. Since their embarkation in the business, Messrs. Matkovich & Miljas have won a high reputation for their unsurpassed manner of supplying the best and most finely served menu obtainable. The proprietors are polite and courteous hosts and are doing a fine business.

The establishment is known to all lovers of a first-class, home-like meal. Regular dinner is served from 11:30 to 1:30, while short orders, oysters, etc., are served at all hours. The location is central, and the apartments are neat and attractive. Everything is fresh, and the service is prompt and courteous. The bill of fare always contains a generous list of tempting substantials, and all the delicacies of the season are served a la carte.

Patrons will find this restaurant first class in every respect.




LODGE CAFE. *Gillette*



LODGE CAFE DINING ROOM. *Gillette*

# LINDEN HOTEL

Visitors to South San Francisco who wish to find a good hotel where the rates are reasonable and the service good, will find none more popular than the Linden Hotel. Under the management of George E. Moore this hotel has become very popular with the traveling public. The hotel has nicely furnished sleeping rooms, good sample rooms for commercial travelers. The cuisine is unsurpassed and the service is prompt and courteous. The dining room is nice and conveniently furnished, and that which is served is of the best quality



GEO. E. MOORE.

A well-conducted bar is operated in connection with the hotel, where only the best of wines, liquors, beers, etc., are dispensed.

Mr. George E. Moore, the proprietor, is well known throughout the county as a pleasant gentleman to meet, one who spares no pains to make every patron of the hotel feel welcome; therefore visitors to South City will find the Linden Hotel the best place to stop, with reasonable rates and agreeable management.




THE LINDEN HOTEL

## CHARLES YOUNG.

### Plumber and Sheet Metal Worker.

In writing of the business interests of South San Francisco, we wish to call special attention to the plumbing establishment conducted by Charles Young, he being one of the most successful in this line of business in the city. Plumbing of late years has become a science, and upon its proper study and application depend the solution of many questions of drainage, ventilation, and sanitary conditions.

Mr. Young during his business career here has built up an excellent reputation for honest work and reasonable prices. A full and complete line of plumbing and gas fixtures, bath tubs, water closets, sinks, etc., is carried in stock, and he is prepared to give estimates on all classes of work in these lines, paying special attention to water service, sewerage, sanitary plumbing, tinning and all kinds of sheet metal work. All kinds of jobbing in these lines are executed with skill and dispatch, while the prices will always be found distinctly moderate.

Mr. Young is always found willing to encourage any progressive movement for his home city.

## BERLINGER BROS.

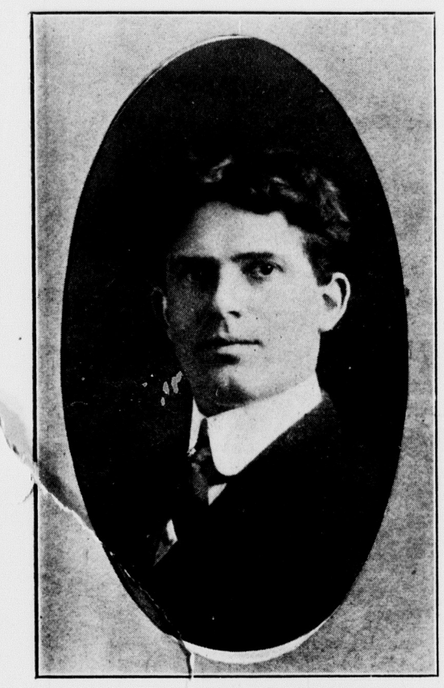
Good, pure liquors will always command a desirable patronage, and when this is combined with the most courteous and upright business dealings, the success of the saloon practicing these methods is assured. These have been the potent factors in the success of the saloon conducted by Berlinger Bros., known as The B. & B. Saloon. In this saloon can be found all the leading brands of wines, whiskies, brandies, etc., all of the most popular brands of cigars, and always on tap the celebrated National steam and lager beer. The patronage of this saloon includes some of our leading citizens and business men, and all who have ever called on Messrs. Berlinger Bros. in the highest terms of the courteous and [illegible] in which they are [illegible] will in a large [illegible] for the success. [illegible]. But the excellent line of liquors, the good service, and the popularity of the proprietors are also much in evidence in securing these results. The bar and fixtures are attractive. Everything is neat and clean, and the most orderly conduct is demanded of all who patronize the B. & B. Saloon.




THE B. AND B. SALOON. *Gillette*

## SOUTH SAN FRANCISCO WATER CO.

It is seldom that the people consider how active a part a plentiful supply of pure water plays in the up-building of a city. For while its location may be unsurpassed, its streets broad, its business blocks and public buildings of the most massive kind, still all these go for naught unless they are supplemented by an abundant supply of pure water conveyed into every home and business block.



E. N. BROWN.

The health, safety and life of any city or town depends upon an abundance of pure water. Pure water is necessary for domestic and sanitary purposes ,and besides it is absolutely essential as a preventive of loss by fire. Capitalists are timid about investing money until they know they are safely guarded in this respect.

South City is particularly fortunate in having a plentiful supply of pure water. The South San Francisco Water Company is under the general management of E. N. Brown. He is untiring in his efforts to please patrons and never allows dissatisfaction to exist when possible to prevent it. He is a young man of sterling integrity and enjoys the esteem of many friends and the general public in a marked degree.

The people of South City are proud of and boast of their plentiful supply of water and splendid fire pressure. The rates are as low as in other communities and cheaper than in many other places, all things considered. The company is a strong supporter of any movement toward the locating of new industries in South City, and is prepared to do its share toward bringing them here in any and every way at their command.



E. N. BROWN'S RESIDENCE. *Gillette*

## W. C. SCHNEIDER.

### Dry Goods, Hats and Gents' Furnishings.

Of the many mercantile establishments of South San Francisco, there is none which bears a higher reputation among the people for fair dealings and first-class goods than the People's Store, conducted by W. C. Schneider, who established business here on October 1, 1906. He carries a most complete stock of drugs, druggists' sungents' furnishing goods. It would be impossible as well as impracticable to attempt an enumeration of the various articles pertaining to this special line of trade that may be purchased at this store. The general stock includes dry goods, dress fabrics, piece goods, corsets, laces, embroideries, notions, fancy goods, as well as clothing, furnishing goods, hats, caps, etc., and he is agent for the Victor phonographs, which are sold at the very lowest cash prices on the installment plan. There is also a shoe department, where can be found all the latest styles in fine and medium grade footwear of all kinds, including the Hamilton Brown shoe, produced by the largest shoe house in the world; also the Crusade and Army shoe for men; Angeles $2.50 shoe for ladies, and others. The superiority of the goods carried, the careful selection of stock, together with close supervision maintained over all the details of the business, combined with liberal and honest treatment of customers, have secured for Mr. Schneider his present large and steadily increasing trade, and has made the establishment popular headquarters for a large majority of our citizens to secure their dry goods, clothing, and furnishing goods.



W. C. SCHNEIDER'S STORE *Gillette*

## THE BANK OF SOUTH SAN FRANCISCO.

A great deal regarding the wealth, resources, and prospects of a city may be predicted from the standing of its banking institutions. In this respect South San Francisco is particularly favored, for in the Bank of South San Francisco we have a sound, conservative banking institution. It was incorporated under the State banking laws in 1905 and has ever pursued a wise and conservative policy. Its growth since commencing business clearly demonstrates the fact that it is managed by men of good, sound judgment and executive ability. Every accommodation is granted customers consistent with sound banking principles. The bank occupies splendid quarters, a cut of which is here shown. The banking rooms are modern in every respect and supplied with a fire and burglar proof vault and patent time locks, guaranteeing absolute safety to stockholders and depositors. Safe deposit boxes are furnished for the accommodation of patrons, and banking in all its branches is carried on, and its patronage is drawn from active, representative business firms, manufacturers, and the public generally.



C. F. HAMSHER.

The correspondents of the South San Francisco Bank are among the most prominent institutions in the country, and there is no bank in this section of California better able to handle business and protect the interests of patrons than this one. A commercial and savings bank business is conducted. Special attention is given to collections, and exchange on all the principal cities of America and Europe is bought and sold.

In these days of rapid financial growth and active speculation, the public seeks out banking institutions whose affairs are guided by men of cool judgment and safe business instinct, and the discerning public has so far appreciated these qualities in the South San Francisco Bank.

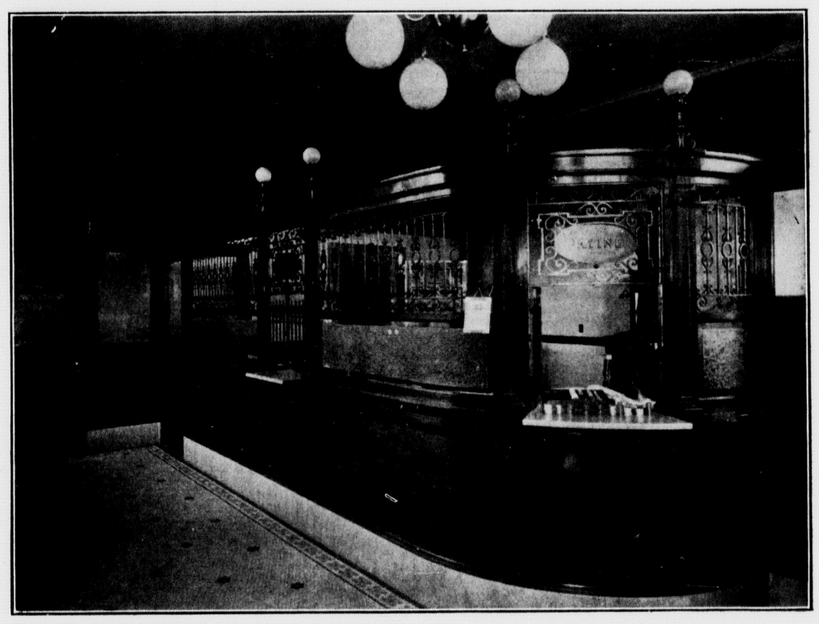
The patronage of a bank by the people of a community depends in a large measure upon the confidence the public has in the bank.

The security offered to depositors by a bank depends on several things. In the first place, in judging of the security offered, the depositor should bear in mind that it is capital, surplus, and undivided profits that stand between the depositor and any possible loss.

These are a guarantee fund, the capital being the money put into the business by the stockholders to begin business; the surplus and undivided profits are the earnings which have been accumulated by the bank in the course of its business transactions, it being in business for the purpose of making money like any one else.

The Bank of South San Francisco has a capital of $50,000 and surplus and undivided profits of $17,000, a total of $67,000, which stands pledged for the security of its deposits.

Again, the character of the management, their business ability and reputation should be considered.



BANK OF SOUTH SAN FRANCISCO. *Gillette*

The cashier, Mr. C. F. Hamsher, came to South City to take the management of the bank October 20, coming from Mound City, Missouri, where he had been for fourteen years engaged in the banking business. The character of his management has been shown during the past few weeks, when there has been a crisis in the monetary affairs of the country.

The president of the bank is Mr. P. N. Lilienthal, who is manager of the Anglo-Californian Bank of San Francisco, and is regarded as one of the most conservative and safe bankers in the city. The vice-president is Mr. Leroy Hough, vice-president and manager of the Western Meat Company.

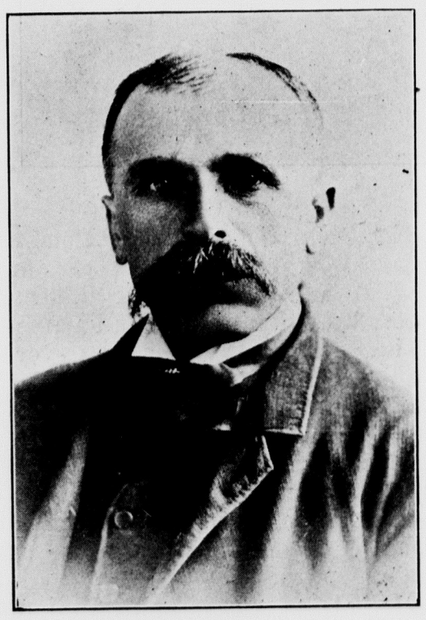
The directors and principal stockholders are: Henry J. Crocker, capitalist, San Francisco; W. D. Dennett, secretary Western Meat Co., South San Francisco; W. P. Fuller & Co., wholesale paints, San Francisco; Leroy Hough, vice-president, vice-president Western Meat Co., South San Francisco; P. N. Lilienthal, president, manager Anglo-Californian Bank, Ltd., San Francisco; E. R. Lilienthal, president Crown Distilleries Co., San Francisco; Edward Morris, of Nelson Morris & Co., Chicago; Nelson Morris, president Nelson Morris & Co., Chicago; Daniel Meyer, banker, San Francisco; Ira N. Morris, of Morris & Co., Chicago; C. M. Macfarlane, of Nelson Morris & Co., Chicago; W. J. Martin, president South San Francisco Railway & Power Co.; Louis F. Swift, president Swift & Co., Chicago; Edward F. Swift, vice-president Swift & Co., Chicago; Estate of G. F. Swift; Edward Tilden, president Libby, McNeill & Libby, Chicago.

They are experienced financiers and citizens of irreproachable character, whose names are a better guarantee of the funds of the patrons of the bank than the vaults in which the funds are kept. And it is due to this intelligence and judicious policy that the bank has reached its present high standing of usefulness and prosperity. Such a bank is a credit to our financial stability, and its policy and management worthy of emulation.

## J. GUERRA.

### Groceries, Wines, Liquors, Etc.

Of the many business establishments of South City, there is no house which bears a higher reputation among the people for fair dealings and first-class goods than in wines and liquors and carries the largest stock to be found in this section. The greatest care is taken in selecting stock so as to always have on hand fresh goods.



G. GUERRA.

By giving good weight and never misrepresenting goods to any customer, Mr. Guerra has built up a large and constantly increasing trade. He is enterprising in business and is always found ready to help in building up South City.

J. Guerra. He deals in choice fancy groceries, canned and bottled goods of all kinds, making a specialty of imported Italian produce. He is also an extensive grower and dealer in fruits and vegetables, which are received fresh every day. Mr. Guerra is also a wholesale and retail dealer

## THE SHERIFF OF SAN MATEO COUNTY.

San Mateo County is favored in the possession of a corps of business men and officials who labor unitedly for the best inteersts of the whole community. Economy without unnecessary stint has characterized the administration of our public affairs, and is the result of the selection of officials from the active vocations of life, who are interested in public welfare and are identified with the best interest of the community. Our Sheriff, Robert Chatham, has won the favor of the citizens of San Mateo County by his able, conscientious and courteous discharge of duty to the public. The administration of the Sheriff's office has been commendable, and the prompt attention given to the public has earned the respect and good will of all.

Sheriff Chatham is one of the most genial of men, his commanding physique impressing the wrong-doer with the dignity of the law. He is honest, steadfast and fearless in the discharge of his duty, and **The Enterprise** but voices the sentiment of the citizens of San Mateo County when it says that Sheriff Chatham's administration of his office leaves nothing to be desired. He is a public-spirited citizen and has ever been an earnest worker with one object in view, viz.: the advancement of San Mateo County.

## Little About Everything.

Ireland has 300,000 goats.

A bee can outfly a pigeon.

Paris eats 37,000 horses every year.

Wolfskin makes the best drumhead.

Norwegian wrapping paper is the best.

The Swiss are the greatest chocolate eaters.

The world's largest hospital is in Paris.

Germany's list of newspapers is the largest.

Germany holds a record for cocoa drinking.

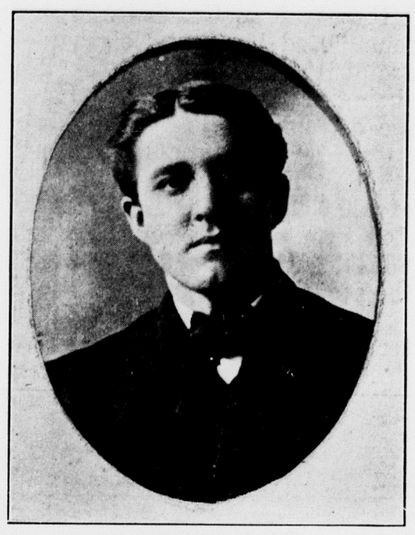
Spain has the greatest percentage of hunchbacks.

A Spanish college has a chair of automobiling.

## J. L. DEBENEDETTI.

### A Strong, Progressive Establishment.

A careful review of the commercial interests of South San Francisco discloses the existence of a class of business houses prepared to compete in every respect with rival establishments in the larger cities. Their complete stocks, ample resources, and remarkable enterprise are matters of which South City has every reason to be proud. Among such the casual observer must accord a leading and prominent position to the well-known mercantile establishment of J. L. Debenedetti.



J. DEBENEDETTI.

This is the oldest established general merchandise store in the city, located in one of the finest buildings in the city, and it is seldom that a town the size of South City can boast of as large a display of general merchandise. The store is tasteful in arrangements and the stock of goods are of the highest standard, equal to stores in the larger cities. It would be impossible to attempt an enumeration of the various articles that may be found at this store. The general stock consists in part of a complete line of hardware, builders' supplies, and tools for all trades, furniture, stoves, ranges, agateware, tinware, crockery, queensware, and glassware, as well as paints, oils, etc. There is also a furnishing goods department, where can be found a full line of men's furnishing goods, including hats, caps, and as large a stock of fine fashionable footwear as can be found in the city.

We now turn to the grocery department. This is one of the pet departments of this big establishment, and everything coming under the head of staple and fancy groceries can be found there, including fine teas, coffees, relishes, sauces, table luxuries of all kinds. Mr. Debenedetti is agent for Hollister and Humboldt Creameries. In fact, there can be found the very best of everything the market affords.

In this age of commercial activity and under existing conditions, the handling of the many details of large businesses similar to Mr. Debenedetti's requires qualifications that can only be attained by experience. Good buying means right selling and half the battle of commercial success is won when any store can place before the buying public goods of merit and quality that were bought right. And there is where Mr. Debenedetti has had a large experience. Buying in large quantities enables him to compete with the retail stores in the larger cities.

Mr. Debenedetti is among the city's most progressive business men. He has had years of experience in this line of business and is untiring in his efforts to please the public, and the large patronage he receives is a mark of public approval and speaks volumes for the business interests of South San Francisco.




J. J. DEBENEDETTI'S STORE. *Gillette*

## J. EIKERENKOTTER.

### Supervisor for First Township.

The Supervisors of San Mateo County are men of high standing and business ability. Under their careful guidance the county affairs are transacted in a careful and faultless manner. There has been no man connected with the administration of county affairs in years who has more thoroughly demonstrated his ability to cope with all questions arising than the Supervisor for the First Township.



J. EIKERENKOTTER.

Mr. J. Eikerenkotter, with a well-established reputation for business ability and strict integrity, his intelligent handling of all questions arising is no surprise to people who know him, and it is doubtful if a more faithful public servant could be found.

Mr. Eikerenkotter is a firm believer in the future of San Mateo County and his home town district, and has never passed an opportunity to further her material interests. Consequently when matters arise which have a bearing upon improvements which will be beneficial to the county as a whole he is always found "on the right side of the ledger."

Mr. Eikerenkotter enjoys the high esteem of his many personal and business friends and acquaintances and the confidence of his constituency and people generally.

## G. W. HOLSTON.

### Local Agent for Southern Pacific Company.

Our local railroad agents are frequently persons of much greater importance than the casual observer would generally suppose in the up-building of any progressive city or town. A great many people do not know that in the great strides of progress made by the railroads in the past years conditions have forced them to establish rigid rules governing the appointment or employing of every man connected in any capacity, with their vast system. The agent for so important a shipping point as South San Francisco is carefully selected.

Many things are considered—his general knowledge of railroading in all its various departments, his competency, his reliability and his private character. All these points are carefully considered and investigated. The agent being a sound business man, is soon in the good graces of the merchant, shippers and business men generally, and thereby becomes a prime factor in the building up of the town of which he is the railroad representative. He has facilities to make known to the various enterprises and to capital the advantages and resources of the place he represents, and through his efforts can make his town a great shipping point; the people of South City feel very grateful to the Southern Pacific Railroad Company for having placed such an agent as described above at this station in the person of G. W. Holston. Mr. Holston is very highly respected by the residents of South City and vicinity socially, as a business man, and as the local representative of the Southern Pacific Company.

## HARRY ECKFORD STYLES.

### Attorney-at-Law.



H. E. STYLES.

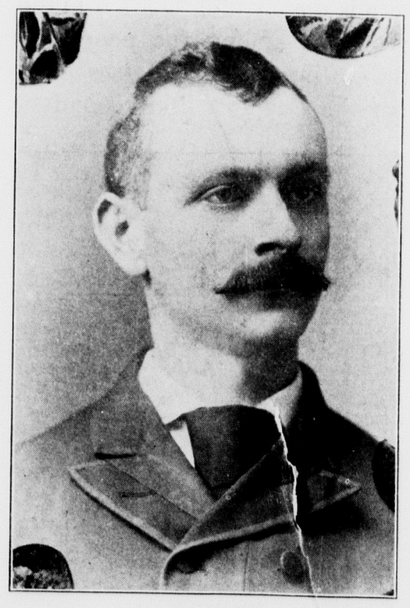
The above-named gentleman stands in the front rank of our legal fraternity—admired and respected for his ability and painstaking qualifications as a lawyer. He practices in all State, District and Circuit Federal Courts, and is well known as a lawyer of strict integrity and high professional attainments, and a gentleman who is highly respected by his professional confreres and the public at large.

Mr. Styles was born at Indianapolis, Indiana, in 1876; educated in the Schools of San Francisco, and then entered the Leland Stanford, Junior, University, where he studied law and stood very high in all classes. He was graduated with the class of 1900, and was admitted to practice in May, 1905, and very shortly afterwards began the practice of law in San Francisco with Roy P. Stafford. In January, 1906, Mr. Styles decided to locate permanently at South San Francisco, where he has succeeded in building up a large and steadily increasing clientage. His ability and reputation as a lawyer is well known, and his careful and able work has brought him a reputation that is more than local. His office is located in the Martin Building and his law library is large and includes most all recent law books. Popular as a lawyer and socially, Mr. Styles has a host of friends. He is secretary of the Board of Trade, secretary of the Francis Drake Lodge, F. and A. M., secretary of the Fraternal Hall Association, and is an active supporter of every movement that has for its object the advancement and material prosperity of South City.

## J. CARMODY.

A business of such importance as that conducted by J. Carmody has so important a bearing upon the general welfare of the community as to demand more than a passing consideration. Since establishing business here, Mr. Carmody has built up a large trade and at the same time sustained a high reputation for enterprise and business sagacity. He occupies carefully arranged premises, which are fitted up with every convenience for the successful prosecution of the business, and which are stocked to repletion with everything in the line of coal, wood, hay, grain, and feed of all kinds. And his facilities for handling these lines are unsurpassed.

He has a well-established trade, extending throughout this section, and owing to efficient management the business is a most gratifying success. The fact that supplies are bought in wholesale quantities and from the leading sources of supply places the house on a par, as far as competition is concerned, with any house in the county. Mr. Carmody has fairly earned his success through the marked excellence of the stock carried and the fair and liberal methods on which all transactions are based. He is a thoroughly practical and progressive business man, and takes an interest in all matters tending to promote the progress of trade in this section.



J. CARMODY.

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In Asia rice constitutes fully one-half the food supply of the population.

Great Britain owns more land of North America than the United States.

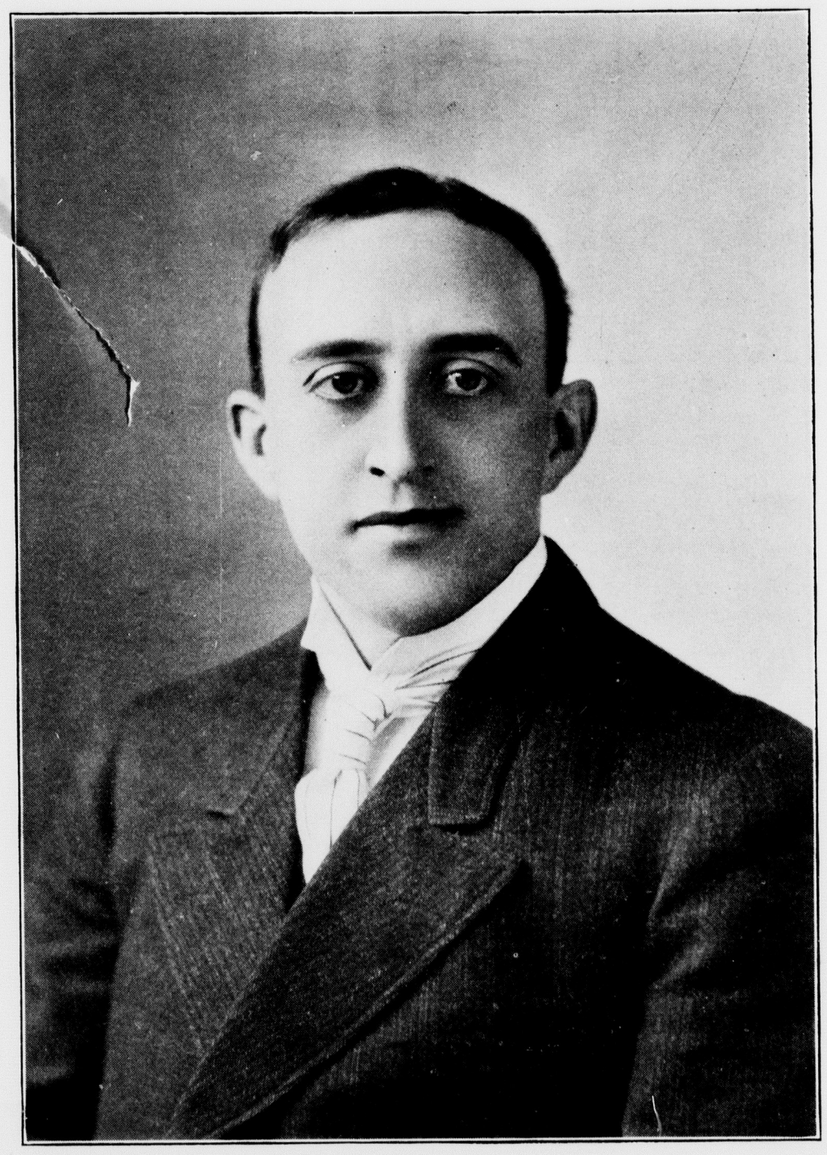
Los Angeles has over thirty-five women who are earning their living as barbers.

The length of the foot should be one-sixth the height of a well-formed person.

Sweden and Spain have fewer alien residents than any other country of Europe.

# PECK & GARRETT

## Who they are and what they have done, and what their plans are for South City



E. C. PECK.

E. C. Peck was born in the "Hoos'er" State of Indiana, thirty-six years ago, and began his business life in a large dry goods house. After a thorough training in the mercantile line, Mr. Peck, like all of his family, identified himself with the **Big 4** Railway Company, working his way up to one of the most important positions in the company's service.

On account of his parents' health, he came to California twelve years ago, locating in Redlands, in Southern California. Here he engaged in the drug business as manager of the Stewart Drug Company, the largest concern in that part of the State. But the drug trade did not appeal to a man of Mr. Peck's experience, and he went back to the railroad business, organizing the Peck's Tourist Bureau Company, which afterwards developed into the biggest business of its kind in the world.

While not a native son by birth, Mr. Peck is one of California's most ardent admirers and energetic workers. He is a "booster" at all times for his adopted State, and assures every one that he only hopes to be able to do his part in making California the greatest State in the Union.

## Peck & Garrett's Plans for Their Subdivision to South City

In the opinion of practical real estate men, South City has one of the best natural conditions upon which to build a great city, both for home life and business.

Peck & Garrett long ago evolved a general plan for the improvement of the land they are selling, which, when put into effect, will make one of the most beautiful home places in all California. They intend to park all the streets not given over to business purposes, to build first-class streets and walks, to terrace all the hills so as to make beautiful drives and vantage points. All along the center of the tract, running east and west from Linden Avenue to Chestnut Avenue, they intend to have a lake parked on either side and having a fine boulevard on both sides. This plan will make a perfect picture of the whole place. The park on Peck's Heights will be started in the Spring; all the streets will be finished and sewered, and the firm promises to keep the streets clean throughout.

## PECK & GARRETT

### Their Work and What They Have Accomplished In Seven Years . . .

The Peck's Tourist Bureau Company was developed from a small business into a general tourist business covering the whole of the United States, with branches in Los Angeles and San Francisco. This firm is now known as the Peck-Judah Co.

The firm placed on sale 10,000 acres of land at Albion, Mendocino County, California, and successfully marketed the entire allotment

The town of Wendling, Mendocino County, was planned by Peck & Garrett and sold through this firm.

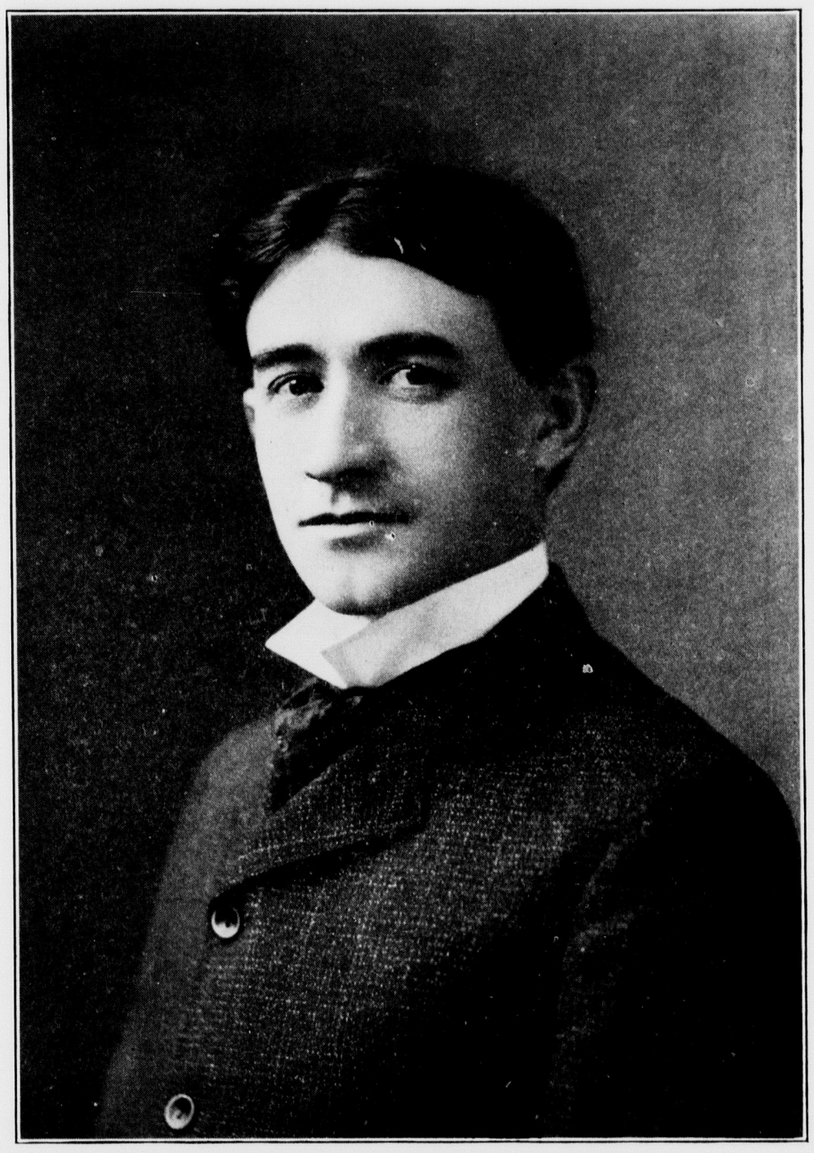
Garrett's Galt Subdivision was one of the big jobs of this energetic firm, and several thousand acres of grain land was turned into the finest vineyard section as a result of their work.

Sunnyvale, the sensational town of Santa Clara Valley, was started on its way to a city of industry through the effort of Peck & Garrett. Three years ago it was the deadest place in the country; they picked it out for a factory site and planned the campaign that has made the town.

The Selby Smelting Company purchased from this firm 1,800 acres of limestone for use in its smelter at South City, and Peck & Garrett secured the right of way for a railroad six miles in length to tap this deposit.

Their venture in Nevada's gold fields, in which a number of capitalists of South City are interested with them, is bidding fair to become one of the big things of Nevada.

All of this is some business for two self-made young men. In figures their business done runs into millions.



WM. T. GARRETT.

Mr. Wm. T. Garrett is a native son, born in San Francisco thirty-two years ago, a product of the city that he is so anxious to help into her position as the greatest city bordering the Pacific Ocean.

Mr. Garrett's business life began in a drug store as an errand boy for the Redington Company, and by hard work he finally worked his way to the position of traveling salesman for Braun & Co. of Los Angeles. From his experience as a salesman on the road, Mr. Garrett has stored a world of information, which has played a big part in his success as a business man. During the six years that he spent on the road he enjoys the distinction of having sold merchandise in nearly every county west of the Missouri river.

Mr. Garrett joined Mr. Peck in the Tourist Bureau business when the working force was very small and the business was yet in its infancy. Together, these two young men, without the aid of outside capital or influence, but by sheer force of character and working ability, built up the largest and most profitable business of its kind in the world.

## The Reason Why Peck & Garrett

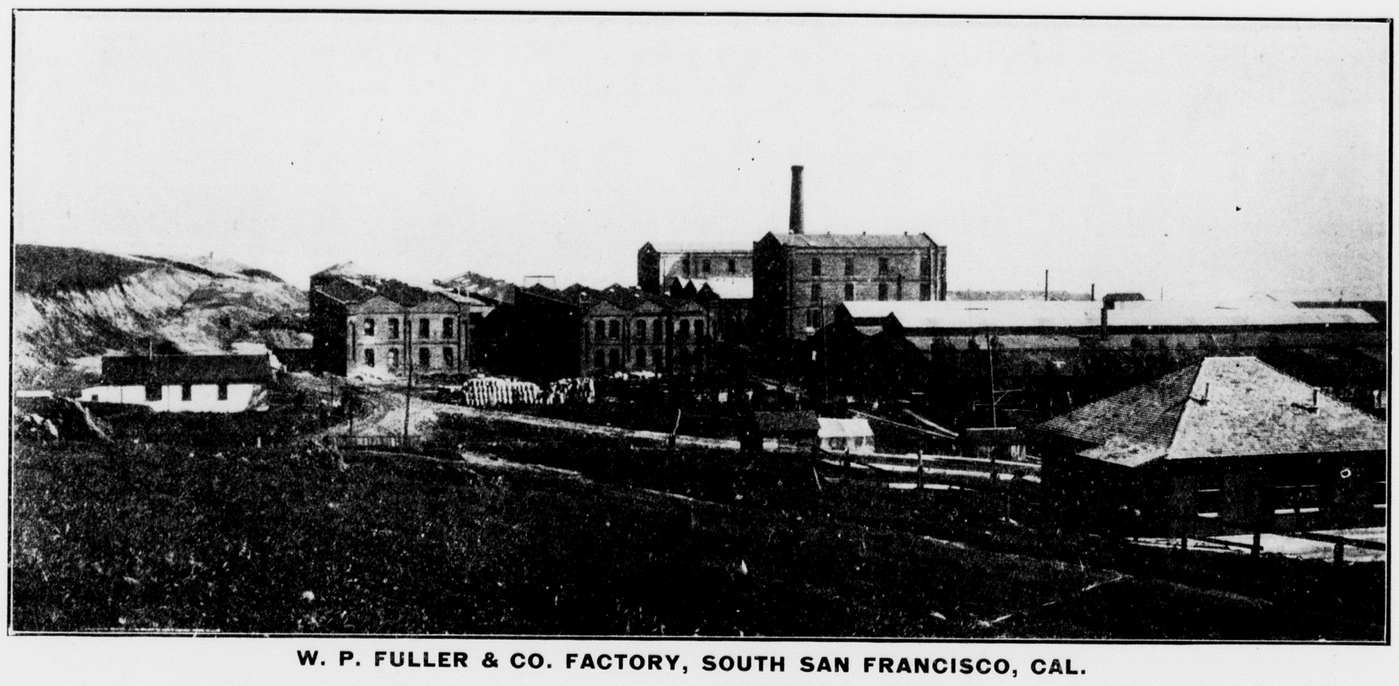
### Selected South City for Their Field of Operation and the Investment of Over One-half Million Dollars.

During the year of 1905, the firm was identified with the Selby Smelting Company in developing a large deposit of limestone near Hollister. This involved the building of a railroad and a great deal of capital. Being in close touch with this great company and having to visit the plant under construction at South City and being ever alert for the **best** in investments, South City began to get into their blood, with the result that after spending weeks tramping all over the territory from San Bruno to San Francisco and taking in every advantage offered in the entire district, making a careful survey of the firms who had and were putting in millions in factories and plants, together with the cut-off railroad and the natural geographical position of South City, Peck & Garrett closed the best deal in real estate made in California in twenty-five years.

INCORPORATED JAN. 8, 1894

NEW YORK OFFICE, 100 WILLIAM ST.

BRANCHES:
Sacramento,
Los Angeles.
Oakland,
San Diego,
Stockton,
Portland, Ore.
Seattle, Wash.
Tacoma, Wash.
Spokane, Wash.



W. P. FULLER & CO. FACTORY, SOUTH SAN FRANCISCO, CAL.

Cable Address
"Fuller"
San Francisco

CODES:
A. B. C.
LIEBERS
WESTERN UNION
W. P. F. & CO.

# W. P. FULLER & CO.

## Paints, Oils and Glass

Factory, South San Francisco, Cal. SAN FRANCISCO, CAL.




THE BADEN CASH STORE *Gillette*

### BADEN CASH STORE.

In all important lines of business there are stores that stand out prominently among the leaders because of the complete and thorough knowledge of their business, as well as the character of the goods in which they deal. In this connection attention is called to the reliable grocery store conducted by Herman Gaerdes, known as Baden Cash Store, it being among the leading and most successful business houses in the city. Owing to well-directed efforts of capital, enterprise, and energy, coupled with capable management, the Baden Cash Store is in every sense of the word a metropolitan concern and reflects credit not only upon the proprietor, but also upon the general mercantile interests of the town. The stock, which is extensive and well chosen, embraces staple and fancy groceries, fine teas, coffees, canned goods of all kinds, relishes, sauces, and table luxuries of the very choicest selection. In fact, there is nothing in the line of eatables that cannot be found there, as well as a high-grade line of table wines and bottled goods of all kinds for family use.

There is also a department stocked with a large assortment of general household goods, including hardware, stoves, paints, and oils. This is also headquarters for china, crockery, queensware, glassware, etc., from the cheapest to the finest bric-a-brac. The wants and



THE BADEN CASH STORE *Gillette*

wishes of customers are a first consideration in all cases with Mr. Gaerdes. The strong points of this store are that here you find the lowest prices, the largest stock, and the most complete assortment.

Mr. Gaerdes, the proprietor, is enterprising and progressive in business and takes an interest in all matters of public benefit, and is always found willing to encourage progressive movements for the upbuilding of his home town, South City.

### SOUTH CITY PHARMACY.

No store can lend more tone and dignity to a business street than that of the up-to-date pharmacist. His windows are always tastefully dressed, his fixtures shining, his stock well arranged and every detail attractive and presentable. The above-named store is no exception to this rule, but is rather one of its striking examples. The stock of drugs, druggist's sundries, toilet articles, etc., is complete in every detail, while everything about the store betokens thorough system and practical judgment. Physicians' prescriptions and family recipes are compounded with skill and accuracy,



SOUTH CITY PHARMACY. *Gillette*

and receive at their hands that attention their importance demands.

The Pharmacy has been conducted under the management of Mr. H. A. Cavassa. He holds a certificate in pharmacy. His management has been singularly successful, and he is a gentleman who is always found willing to encourage any progressive movement that will benefit the whole community.

### SOUTH CITY LAUNDRY.

For first-class work and promptness in filling orders, it is safe to say that no other laundry in the county can compete with the South San Francisco Laundry. The work turned out at this laundry is not excelled anywhere, and every care and attention is paid to fine fabrics, which are laundered without injury, while shirts, collars, and cuffs are a specialty. Family laundry and curtains are also a specialty with this laundry. All work is promptly done and called for or delivered, and the citizens of South City should bear in mind that this is a home enterprise and deserving of the support of every citizen. The proprietor, Mr. J. Laborde, is thoroughly experienced in the laundry business and gives his personal attention to every detail, thus giving to his customers first-class and reliable work. He is building up a large and steadily increasing business.

# To Manufacturers

The earthquake did but little damage to South San Francisco. The industries located here, the Western Meat Company, the Wool Pullery, the Butler Brick Company, the Pacific Jupiter Steel Company, the Steiger Pottery Works, the W. P. Fuller White Lead Works, and other enterprises, are all in full operation to-day. Not one of them having suffered any serious impairment by reason of the earthquake.

The South San Francisco Land and Improvement Company planned South San Francisco as a manufacturing suburb of San Francisco. With that object in view they originally purchased 3500 acres of land in San Mateo county on the bay front five miles south of the City of San Francisco, and have developed their property so that to-day they possess perfected nearly every feature desired by manufacturers.

## SOUTH SAN FRANCISCO

Is a railroad terminal; it is on the main line of the Southern Pacific Railroad and accessible to all railroads; has deep water communication; owns and operates for its industries, a railroad connecting with the Southern Pacific and the water front; has electric street car service from factory to town and direct to San Francisco; has an Electric Light and Power Company; owns an independent water works, and has an abundance of fresh water for factory and house; has wharves and docks; a perfect sewerage system; a bank; a town hall; and a population of 3000 people; an extensive and fine residence district, where workingmen may secure land at reasonable prices and on favorable terms, as homes for themselves and their families.

## FACTORY SITES

Can be obtained from the South San Francisco Land and Improvement Company on most reasonable terms.

The American Smelting and Refining Company recently purchased from this Company 200 acres of land and are on the ground to-day arranging for the immediate construction of a plant costing upward of $5,000,000. This means a vast increase in population, and a great augmentation for the benefit of all industries of every detail pertaining to rail and water communication.

**For Manufacturing Purposes South San Francisco Has No Equal on San Francisco Bay.**

**PARTIES DESIRING LOCATIONS SHOULD APPLY TO**

**W. J. MARTIN, Land Agent, South San Francisco Land and Improvement Co.**

**South San Francisco, San Mateo County, California.**

# WESTERN MEAT COMPANY

## BEEF AND PORK PACKERS

**HAMS, BACON, LARD AND CANNED MEATS**

SLAUGHTERERS OF

CATTLE
HOGS
SHEEP
and
CALVES

PACKERS OF THE

MONARCH
and
GOLDEN GATE
BRANDS

PACKING HOUSE AND STOCK YARDS LOCATED AT

# SOUTH SAN FRANCISCO

San Mateo County, - - - - - - - California

This Edition Was Printed
By
The South City Printing Co.
Which Has a
Modernly Equipped Printing
Plant

E. I. WOODMAN, Manager

# Do You Want to Know More

## OF THIS

# LAND OF OPPORTUNITY AND SUCCESS?

**Do you want to know how, on this Great Western Empire, we have crossed seas, conquered deserts, and burrowed through mountains to assist in the upbuilding and making of the Fairest Cities and Grandest Homes in the World?**

# Do You Want to Come to This Wonderful Country

## THE

## CHEAPEST QUICKEST BEST

## MOST COMFORTABLE WAY?

## IF SO, WRITE TO

MR. C. S. FEE,
Passenger Traffic Manager
Flood Building
San Francisco

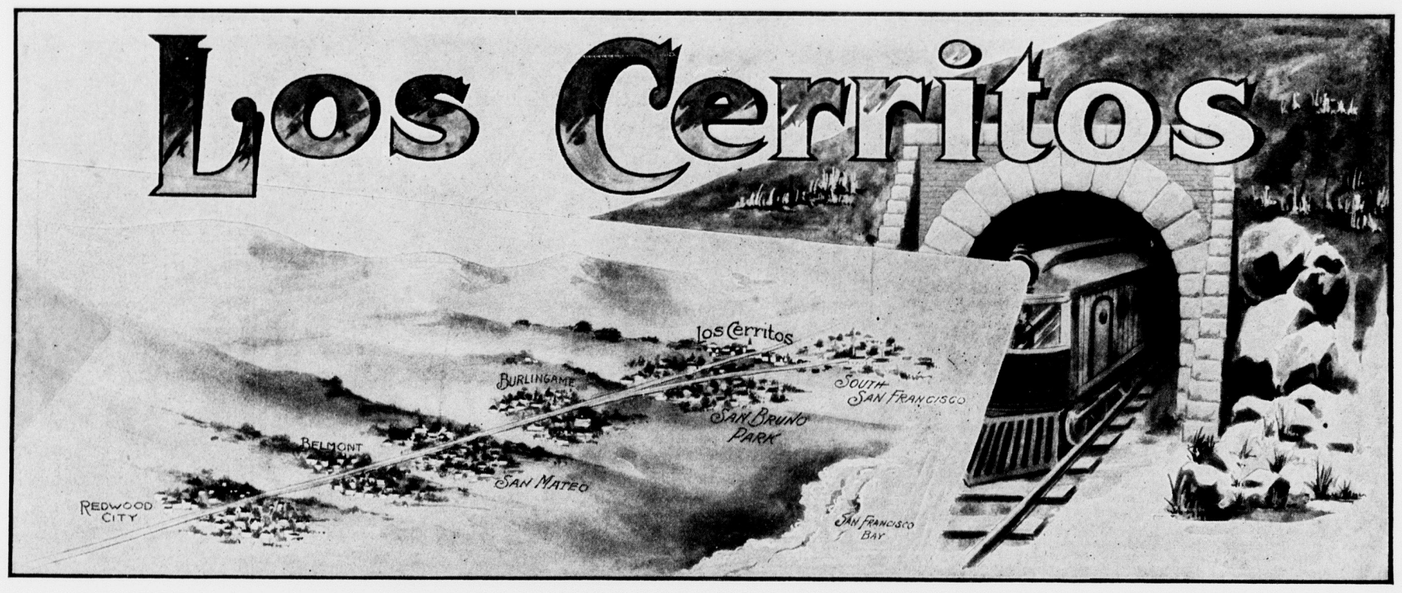
*Or any Agent of*

E. SHILLINSBURG,
Division Passenger Agent
40 East Santa Clara Street
San Jose, Cal.

# Southern Pacific Company

# 3d ADDITION to SOUTH CITY

**A Scene of Remarkable Activity and Rapid Increase In Property Values**




**Opened For Sale Dec. 1, 1907.**

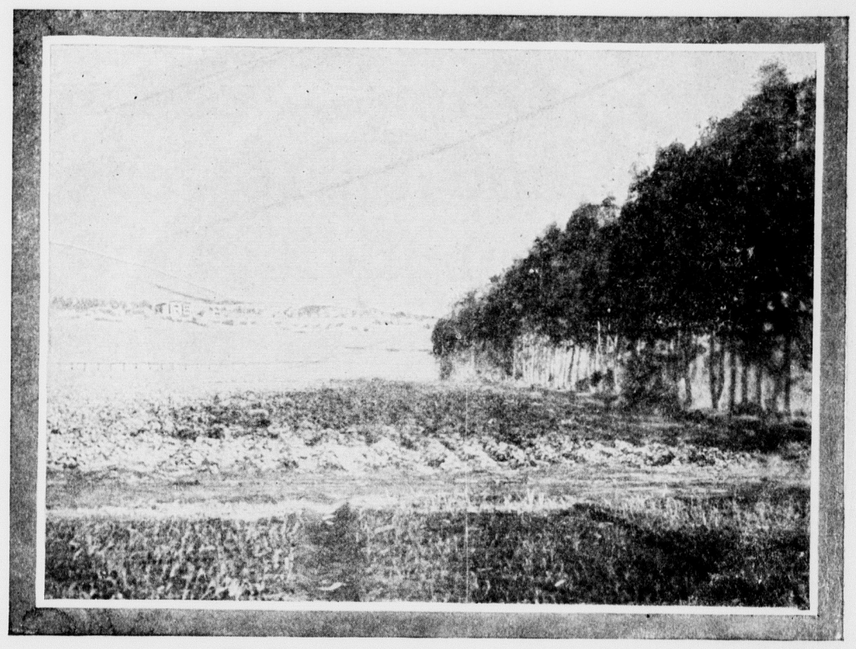
**There are now remaining for Sale only 291 lots---133 lots having already been disposed of.**



Acres of Violets at Los Cerritos

## HOW TO REACH LOS CERRITOS

Take San Mateo electric cars at Fifth and Market or on Mission Street, leaving every fifteen minutes, and request the conductor to stop at Los Cerritos. Do not leave the car until arrival at Los Cerritos Station.



The Flower-Covered Slopes of Los Cerritos

# ADVANTAGES

**BEAUTY OF LOCATION**—Lying along the automobile boulevard, commencing at the gore formed by the crossing of the San Mateo electric line over the Mission Road, overlooking South City, on rolling land, covered with violets and garden products, and commanding a full view of San Francisco Bay. The South City Electric cars pass within a block of this property. The South City Water Works is distant from Los Cerritos about 1500 feet, and the public schools, principal residential district and most valuable residence property about 3000 feet.

**RAPID TRANSIT**—Fronting immediately upon the Southern Pacific "Belt Line" of the Bay Shore Cut-off and with the San Mateo Electric Railway passing directly through the property. Residents of Los Cerritos upon the payment of a five-cent car fare will be enabled to make the journey from their home to San Francisco in on the Bay Shore Cut-off within an exact traveling time of fifteen minutes.

**PRIVATE WATER SYSTEM**—Splendid artesian wells at Los Cerritos furnish an abundant supply of pure water (The Spring Valley and South San Francisco water mains also pass the property.)

**PRICES OF LOTS**—As low as $250 in choice locations within one block of the street cars.

**TERMS**—Ten per cent of the purchase money as first payment, which is $25 down on a $250 lot, and the balance in equal payments of $5 per month. No interest and no taxes.

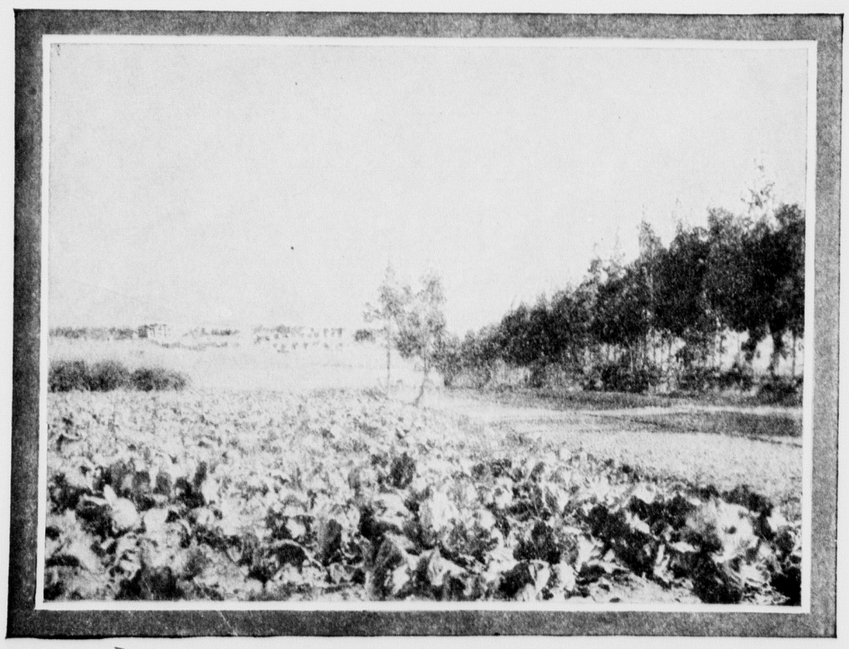
**FREE INSURANCE**—In the event of purchaser's death before the final payment has been made upon the contract, the heirs have the option either to complete contract, or receive, with interest added, all moneys which may have been paid in.

**APPROXIMATION FUTURE VALUES**—The parties connected with the Hensley-Smith Company without question are the largest suburban real estate operators on the Pacific Coast, and have been chiefly instrumental in the development of land values "Down the Peninsula," and it is the judgment, based upon a profit in excess of one million dollars already obtained by them for their customers in Los Cerritos, that holdings there will be worth many times the original purchase price within a comparatively short period.

## EVERY SUNDAY

**All visitors presenting a copy of this advertisement will receive free transportation to and from the property and be served with a New England Boiled Dinner on the grounds. Representatives on the ground daily.**

**ANNOUNCEMENT**—All lots (if any) remaining unsold in Los Cerritos will be advanced ten per cent January 1, 1908.



The Rich Soil Produces Fine Vegetables at Los Cerritos

OFFICES

## Hensley-Smith Company

37 Van Ness Avenue
Near Market



AUTOMOBILE BOULEVARD ON THE WAY TO LOS CERRITOS